

## Streamline Marketing Strategies for Survival of Librarianship in Developing Countries in the 21st Century: A Study Related to Sri Lanka

**Authors :** Wilfred Jeyatheese Jeyaraj

**Abstract :** Considering the current digital age, Library Marketing, in its entirety, has evolved to elucidate the importance of falling back to the roots of searching for tangible and intangible resources, traversing through pages and references to acquire the required knowledge needs with proper guidance. With the turn of the century, the present generation has deeply entrenched their virtual presence, browsing via search engines for all their information needs. Not fully realizing the adverse effects of the materials available digitally, the authenticity of such resources cannot be verified. So a user might be led to believe false misdirected data. This paper tends to elucidate the prominent strategies to market Sri Lankan libraries in a proper manner so as to captivate a large user base making them aware that all resources and materials that they access without guidance outside the libraries are also available within the libraries with added guidance towards accessing the right data. The main contemplation here is to focus on getting more users to visit libraries in person to copiously apprehend the importance of browsing for materials with the proper direction. The current library marketing strategies in Sri Lankan libraries need to be streamlined to align with the best interest of acquiring the present generations to visit libraries in person to reap its benefits.

**Keywords :** accessibility, librarianship, marketing, Sri Lanka

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