

Strategic Management in Academic Libraries with Reference to Users Perspective

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Abstract The rapid growth of digital technologies and electronic communications in academic libraries has dislocated the model of traditional library service, which was a long hold from the past century. The arrival of internet technology and the explosive growth of electronic content available on the web made the services of the academic libraries uncertain and creating challenges in rendering users services as per their requirements. This article attempts to provide a strategy for academic libraries applying principles and practices of strategic management highlighting the Ansoff matrix (model) in order to face the impediments coming in the way of providing better services to their users.

Keywords *Strategic Management; Strategic Library Planning; Environmental Scanning; Ansoff Model of Library Service*

1. Introduction

The strategic library management is one of the most important alternatives to make the future design and development of the library. The systematic planning of academic library is highly essential due to rapid advances of information technology in the current era. Most of the University and college libraries are sustaining both teaching and research in their academic periphery. Strategic planning is a cooperative endeavor with the active participation of administration, faculties, students and library staff. During strategic planning, the role of the librarian is very significant as he is an educator and leader in the process. The strategic plan developed should offer a pattern that incorporates major goals, policies and actions of the institution that constitutes the whole. It helps in the allocation of resources; capitalize on relative strengths and weakness with the environment, and allocation of resources to make a stronger

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