

## **Investigating issues and challenges in Information Services Marketing in the Special Libraries of Sri Lanka: with special reference to selected libraries.**

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### **Abstract**

Special libraries differ from other libraries as a type of library with a collection based on special subject preferences and diversified with specialized services. Many special libraries are under-utilized owing to the fact that a reasonable number of staff are unaware of the services provided. This context, steps have to be taken to make aware of the Library and Information Services by the special libraries. In this context, information service marketing is an important tool for special libraries in providing regular and efficient service by creating user awareness. The aim of the study is to identify the issues and challenges faced in marketing information services in special libraries in Sri Lanka. The mixed research method has been used while the case research method has been used as a research strategy. The study sample consisted of 05 librarians in five selected special libraries in the Colombo district. The questionnaire was administered to collect primary data. Data analysis was carried out with Microsoft Excel. This study identified issues in the marketing of information services in special libraries as, lack of knowledge of marketing principles and strategies (60%), lack of public relations expertise (80%), language barriers (80%), and a non-visionary approach in information service at the library managerial levels (60%). The challenges identified in the research were, lack of government support (60%), lack of a marketing policy (80%), inadequate infrastructure (80%), lack of trained staff (80%), and lack of

professional networking among special libraries (80%). Special libraries should concentrate on working in partnership with their parent institution to implement the appropriate countermeasures to the highlighted issues and challenges. Making plans for government assistance for Sri Lanka's special libraries should be a priority. Further, among special libraries collaboration in Sri Lanka should be established for that. Overall marketing of information services in the special libraries of Sri Lanka was not at a satisfactory level.

**Keywords:** *Special libraries, Information marketing, Information services, Information services marketing, Issues and Challenges.*