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Information Marketing and Entrepreneurship as a Strategy for Enhancing Mallam Adamu Bello Library, Federal College of Horticulture Dadin Kowa, Gombe State

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Abstract

The Paper discussed information marketing and entrepreneurship as a strategy for enhancing Mallam Adamu Bello Library, Federal College of Horticulture Dadin Kowa Gombe State. The study has four (4) objectives which includes : to identify the available information resources and services in Malam Adamu Bello library complex; to determine whether Mallam Adamu Bello library engaged in information marketing and entrepreneurial activities; to identify strategies used in Malam Adamu Bello library complex in marketing its information resources and services; to identify the benefits of information marketing and entrepreneurship in Malam Adamu Bello library and to identify the challenges of information marketing and entrepreneurship to development in the library. Survey research methodology was adopted and the Population of the study is library staff and users. The researcher decided to select One Hundred and Twenty (120) students out of the One Thousand Seven Hundred and Ninety Eight (1,798) registered as sample of the entire students population while Ten (10) professional library staff out of Twenty Seven (27) of the total population of library professionals as sample which opinion represent that of the total population. The selection was based on random sampling technique. The research instrument used for this research is questionnaire which were administered to the respondents. Data for the study were analysed by using descriptive statistics such as frequencies, percentages, and tables. The findings of the study revealed that the most relevant information resources available in the library are books, journals and reports; the information marketing services enjoyed in the library is photocopying services; the strategies which the library used in marketing its information were notice and user education; the highest forms of benefit which the library derived in information marketing activities is more patronage; the study proves that inadequacy of capital and inadequate facilities are the major challenge which the library faces during information marketing. The study recommended that the library should try as much as possible to acquire more information resources other than books, journals and reports; apart from the photocopying service, library should add more or introduce other information marketing services for more benefits; the library

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should engage in information marketing activities; the library management should try as much as possible to provide other strategies of marketing their information and services; and more funds should be provided to the library.

Keywords: Information, Marketing, Entrepreneurship

Introduction

Academic libraries are those libraries located in tertiary institution of higher learning like universities, polytechnic, and colleges of agriculture, education and monotechnic, Aina, (2012) basically, academic libraries support teaching, learning, research and community services by meeting information needs of both staff and students through the provision of all the resources. Invariably the staff and students of tertiary institution depend on their libraries for the necessary literature support teaching, learning, research and community service processes.

In order to achieve the set goals, their information materials must cover a wide range of subjects and formats. The materials include books, serial or periodicals, audio visuals and other materials like government document, manuscripts, research reports, theses and dissertation as well as bibliographies and online document.

The current economic challenges have mandated or forced academic libraries to devices means of generating revenue in order to supplement Government efforts. The survival and development of any nation can only be achieved if the nation gives priority to entrepreneurship as an avenue for creating the source of income and generating employment.

Africa in this era of globalisation and global economic crisis needs libraries and information science professionals to be job creators not job seekers especially in the present economic situation and challenges of unemployment. There is need for librarians to explore new ways of generating revenue by engaging in entrepreneurial activities to enable libraries expands its interest in the organisation of business operations so as to create new income. These can only be achieved through information marketing and engaging in entrepreneurial activities. Information marketing and entrepreneurship are indispensable area of promoting and sustaining library services. Gupta (2003) advanced that the concept of marketing and entrepreneurship are widely applicable in information services. Marketing is an area that has provided libraries with enormous opportunities for commercialisation of innovative and provision of information to satisfy users need and to improve services delivery in academic libraries. The Federal College of Horticulture library is like any other libraries that is aims to satisfy the information needs of its clientele.

Statement of the Problem

Librarians are trained with the sole aims and goals of providing the right information resources efficiency and effective services for clienteles. As a result of economic recession, social and technological changes have posed a greater challenge to librarians to develop entrepreneurial skill and knowledge on continue basis to enable them to participate and adopt entrepreneurship activities to enable them to generate income as well as to create job opportunities. Information marketing and entrepreneurship have so many benefits among are: it helps the librarians to gain

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more knowledge on various disciplines; information marketing also helps librarians and libraries to be self-reliance in term of financial affairs/activities; it enhances the reputation of the librarians and the libraries as they market their information online.

Despite the benefits derived from marketing of library information resources through entrepreneurial activities. It has been hindered by various factors which include lack of funds, corruption, misappropriation of funds and lack of stabilities in government policies. Baba, (2013) listed some problems facing marketing of library resources includes lack of credit facilities, corruption, security and inconsistent policies by the library management. The researcher wants to know whether Mallam Adamu Bello Library Complex is marketing their library and information resources or not.

Objectives of the Study

1. To identify the available information resources and services in Malam Adamu Bello library complex.
2. To determine whether Mallam Adamu Bello library engaged in information marketing and entrepreneurial activities.
3. To identify strategies used in Malam Adamu Bello library complex in marketing its information resources and services.
4. To identify the benefits of information marketing and entrepreneurship in Malam Adamu Bello library.
5. To identify the challenges of information marketing and entrepreneurship to development of marketing and entrepreneurial activities.

Literature Review

The review of literature related and relevant to the study is an important aspect of designing and carrying out research work; Jens (2010). The review of literature has to do with careful and systematic location, documentation, analysis and reporting of information of all available existing work. Review of literature can therefore be defined as a summary of information which are related, relevant and useful to the present research work been undertaking.

Information Resources and Services

Library is an establishment charged with responsibility of collecting information resources and rendering services thereby making it accessible to those who require them. Libraries provide resources for knowledge acquisition, recreation, personal interest and interpersonal relationships for all categories of users. In an academic library attention is focused not only on the students, researchers, but also on the library staff who continue to strive to collect, store, organise and disseminate all forms of recorded knowledge in order to satisfy both present and future information needs of users. According to Neal (2001) information resources are those information bearing materials that are in both printed and electronic formats, such as textbooks, journals, indexes, abstracts newspapers and magazines, reports, CD-ROM, databases, the

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internet, video tapes/cassettes, magnetic disk, computers etc. These information resources are the resources that the libraries acquired, catalogue, stock and make available to their patrons. Dike (2009). In his article titled "assessment of library utilization and services among users" viewed library information services as the activities that libraries and their personnel render to meet the information needs of their users. Academic libraries are repository of knowledge where services like internet service, current awareness service, selective dissemination of information, reprographic service, bindery service, indexing and abstracting service circulation of library information resources etc. are rendered to the clients of the library.

Information Marketing and Entrepreneurship

Marketing and entrepreneurship are variable factors that can be used to sustain traditional library services which are rapidly fading due to the introduction of internet. Sustainability of libraries is an epoch of information age requires novel ideas, skills and techniques. Such novel ideas include the concepts of marketing and entrepreneurship in library administration. Attitudinal changes and the acceptance of these new skills, strategies and ideas is a necessary condition if libraries are to be sustainable in world of visual or online information. Kirk, (2001) advised forward thinking libraries to embrace the difficult economic climate as an opportunity for the change and that this could even be a driving force for innovative libraries.

According to Akanwa (2014) entrepreneurship opportunities in library and information science is an occasion in which products and services are rendered by means of new discovery or by virtue of innovations that culminates in transforming the landscape of library and information services. This means that there are various ways to develop new ideas that will improve the state of library and information services. Library and information science practitioners should recognise profitable opportunities there is an act upon them. In library and information science entrepreneurial opportunities exist where there is a need, want problem or challenges in librarianship that can be addressed, solved or satisfied in an innovative way. Sustainability of libraries means they have to be self-sufficient which will bring about value and utility of the library.

The ideas of integrating of ICTs in librarianship have led to the existence of varied entrepreneurial opportunities for library and information professions. A comprehensive list of various entrepreneurial opportunities in library and information science includes library equipment business, publishing and printing business, information brokerage business, courier services business, reprographic business and stationary business. These services can generate more funds to sustain the libraries.

Dike (2009) explained that marketing and entrepreneurship in library involves advocating for libraries, publishing resources and services, convincing people of the value and relevance of the library. This means that the librarians should no longer sit down and wait for uniformed to come to the library, rather they should go out like banks and other services institutions or organisations to seek and search for clientele.

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In doing this, librarians should go extra miles in sourcing information. This is a sure way of sustaining the libraries in this competitive world of business.

Information marketing can be done through conference, seminars, exhibitions, book hour and talk can be organised or conducted by the libraries in order to sensitise and attract the potential users. In these occasions, librarians showcase what libraries stand for or to achieve especially to the young mind. They enthusiastically teach these young minds the essence of information and the only place to acquire it at affordable price is libraries.

Akanwa (2014) opined that through user's instruction or education information is exchanged. Libraries are complex organisations and need proper orientation for users on the best way to obtained information. Users should also be educated on different ways to access information in the library, both online and offline.

Concepts of Information Marketing and Entrepreneurship

Marketing: in our local parlance, marketing is all about buying and selling. But it means more than especially in library and information services. Though marketing is a business activity, it involves planning, pricing, promoting, distributing and manufacturing of products and services to the buyers. Indeed the concept of marketing did not find a prominent debate in library and information literature until Rowley, (2003) published his classic article "broadening the concept of marketing" and Ugah, (2014) article entitled information marketing, which redefined the concept of customer rather than the product marketing activities to includes sales, quality services, public relations and packaging relating to librarianship, according to Nwegbu (2005) marketing is to bring the potentials of libraries to the attention of librarians, library users and the public at large, through the means of advertising, promoting and advocating for the libraries. The job of marketers includes to recognise people's want, needs and determine how best to satisfy them. However, the preoccupation of any library is to provide needed information to its users. Librarians should see themselves as marketers, imbibed with marketing competencies in promoting, advocating and advertising and even packaging and selling of information to their users/clientele.

Information: within the purview of librarianship, information is the key to the door of knowledge. Access to recorded knowledge has been the sole aim of establishing a library. In present days information has been increasingly regarded as a commodity that can be acquired, possessed, bought and sold. It is an indispensable commodity of life and its relevance is predicated upon the way it is being sought for. Aina (2013) defines information as accumulation of knowledge by human beings in all areas of endures which implies, to solve problems. Ugah (2014) considered information as economic resources somewhat on par with other resources such as labour, material and capital. This view stems from the evidence that possession, manipulation and use of information can increase the cost-effectiveness of many physical and cognitive processes that leads to the desire of many to acquire it. This gives rise to information

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age and society. Information age is therefore characterised by rapid advances and new improved technologies computerization internet and online facilities. These advances brought about the librarians to market their information products and services to its clientele worldwide.

Information Marketing: information marketing can therefore be seen as the marketing information based products and services. Rowley (2003) stated that these products and services of libraries include books, journals, CD, databases and web-based information services among others. So, it is the art of identifying, anticipating and satisfying users information needs in exchange for money and gain profit. For the libraries to be sustained, the librarians need to adopt a marketing orientation Austen and Ewers (2014) stated that marketing orientation means the patrons (customers) are the focal point of all organisational goals. Marketing orientation in library starts and ends with the users (clientele) or what librarians generally refer to as end users. Studies have proved that marketing oriented libraries to survive, the librarians must acquire entrepreneurship skills in order to sustained libraries.

Entrepreneurship: is the process of bringing together creative and innovative ideas coupling these with management and organisational skills in order to combine people, money and resources to meet identified needs and thereby creating wealth. The bundles of ideas in mind of creative thinkers often turn to profitable items that the society survived on. Enterprises that are floating the economy today are end result of entrepreneurship activities. Emmanuel (2002) argues that entrepreneurship can be seen as the willingness and ability of an individual to seek out an investment opportunity to established an enterprise and run it successfully. It is actual concerned with creating opportunities and meeting the needs of individuals (clientele). Baba (2013) confirmed that entrepreneur is the process of designing, launching and running of a new business with the aim to satisfy or meeting the needs of client or customer, in order to get profit or generate income. This implies that when libraries venture into entrepreneurial activities it will give them the opportunities to create wealth and generate income to improve service delivery in library operations. Nwegbu (2005) described entrepreneurship as the capacity and willingness to develop, organised and manages a business venture along with any of its risk in order to make profit and to improve service delivery.

Strategies for Enhancing Information Marketing and Entrepreneurship for Sustaining Libraries

Despite the seemingly, teething problems mentioned, marketing of information resources in libraries should not discouraged, instead it should be vigorously pursued. For the librarians to efficiently market information in order to attract more users, raise library profile and sustain the library, they must be taken through the rudiment involved in this activity. This implies that the librarians should learn marketing or entrepreneurship as a course of study. The first strategy is to include marketing and entrepreneurship into library and information science circular. The course should be in

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two parts: theory and practical aspect of the course. This is to make library and information science graduates to be more equipped to face the present challenges of marketing information in this competitive era of information in a technological form, and also to appreciate the need to satisfy every user, irrespective of background. This is necessary owing to challenges of competitions facing librarianship in today's information era, because information is power and everybody needs power.

Benefits of Information Marketing in Academic Libraries

Information marketing refers to the systematic collection, analysis, interpretation, storage and dissemination of the information from the internal and external sources to the marketers on a regular or continuous basis. Information marketing is a permanent arrangement for provision of regular availability of relevant, reliable, adequate and timely information for making marketing decisions. The followings are some of the benefits of information marketing:

1. **Information marketing solves problems and fulfils needs:** what you are selling will either relieve pain or provide pleasure. Depending on what you sell, customers will be better able to solve problems, make money, serve other betters, enhance self-esteem, improve their knowledge or fulfil a heart's desire. When you do your job, you help people get what they want out of life.
2. **Information marketing prepares you for other careers:** The training you get out of information marketing is unparallel. You succeed in sell only by being an effective presenter, psychologist, sociologist, planner, peacemaker, negotiator, consultant, leader follower, financier and deliverer.
3. **Information marketing provides immediate feedback on your performance:** The reaction you get from customers leave no doubt of how you are doing. You can use that feedback to improve constantly. Every time you present yourself and your product, you have a chance to sharpen your skills.
4. **Another benefit of information marketing is revenue generation:** A marketer makes money only when a customer decides to buy its product. You help the customer make the decision as long as you are generating sales; you have little reason to worry about job security.
5. **Information marketing is the purest form of empowerment:** when you sell, you must solve problems at the spot. You are accountable for solving customer's problem then and there. While everyone else in your company many debating the pros and cons of empowerment you are living in.

Challenges of Information Marketing and Entrepreneurship in Libraries

In spite of the benefits derived from marketing library information resources as enumerated above, information marketing and entrepreneurship has been challenged by various factors emanated from the library and outside. Nwegbu (2005) listed some problems facing marketing of library resources which includes lack of funds, marketing being a relatively new in librarianship, user's attitude towards marketing of

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information, lack of interest from the librarianship etc. Ali (2009) stated that lack of related library and information science knowledge, attitude and skills, lack of library marketing plan, inadequate infrastructure to operate, absence of library job security, fear of taking risk, inability to keep accurate information, high cost of development and inadequate of ICT facilities in the library etc. The scholars in library and information professionals agreed that information marketing and entrepreneurship is relatively a new field of librarianship which must be exploited. But many librarians are yet to agree on why they should leave the original traditional library services and hunt for clients. They are yet to believe that we are in a new phase of society which is information society. This inability to embrace change is a major challenged. Moreover, the introduction of internet and ICT facilities in the library services has made many practices librarians afraid, to engage in the marketing and entrepreneurship because, they are not ICT complaint. This is what Ibrahim (2010) described as fear of new technologies. This apathy towards ICTs has "quenched the fire of adequacy for information marketing"

Many librarians need the entrepreneurship skills to market information especially for livelihood. These skills include taking risk and financial commitment. This is because of fear of failure which put many out of the business. There is adequate exposure to marketing training. Many library and information science professionals still see information as a social rather than an economy that must provide to users free hence, they see no need to adopt any marketing strategy to enhance creativity in library services. This is because there is no effective marketing training given to them. Therefore, they retain the old fashioned beliefs that libraries do not need to be projected in any special way.

Marketing and entrepreneurship courses were not taught in the library school properly. This is what made the present day library and information science professionals to view it as a business term for profit making organisations. It is because, most librarians and documentarist have not been trained in the concept of making that introduction of marketing information services has not always been easy. Most old fashion librarians are not willing to change with times as they believed that neither the society nor to be worry of the activities of their competitors in the information marketing.

Lack of proper funding of the libraries is a major impediment to marketing information. This affects the acquisition of up-to-date information materials, advertisement, installation of ICT in the libraries, storage, and staff training cost. Lack of the above mentioned inadvertently are facilities that aid marketing in the library. The studies have shown that there are imperatives to teach information marketing and entrepreneurship in all library and information science studies like Ali (2010) and Nwegbu (2005) have shown that many libraries are not making their information due to many challenges as stated above. This implies that the users were neglected and their needs not assessed and evaluated.

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Methodology

Research methodology adopted for this research is survey. It is the most suitable technique available in library and information science. Because survey research allows data to be collected and generalized upon the population of the study. Population of the study is library staff and users. Due to the larger number of the students and library staff the researcher found it difficult to have access with all the students and staff of the study area therefore, the researcher decided to select One Hundred and Twenty (120) students out of the One Thousand Seven Hundred and Ninety Eight (1,798) as sample of the entire students population while Ten (10) library staff out of Twenty Seven (27) of the total population of library staff as sample which opinion represent that of the total population. The selection was based on random sampling technique. The research instrument used for this research is questionnaire which were administered to the respondents. Data for the study were analysed by using descriptive statistics such as frequencies, percentages, and tables.

Result and Discussion of Findings

The data of this research work is analysed and presented the result collected using table and simple percentage to indicate the various answers to the questions asked. Table 1 shows the breakdown of the respondents.

Table 1

	Options	No. Of responses	Percentage
A	Library staff	10	7.7%
B	Library users	120	92.3%
	Total	130	100%

In table One (1) above One Hundred and Thirty questionnaires were administered to both library staff and users of Mallam Adamu Bello library complex of Federal College of Horticulture Dadin Kowa all 130 questionnaires were returned successfully and data was presented and analysed using descriptive statistics. The returned questionnaires represent 100% response rate.

Question One (1a) what are the types of information resources available in Mallam Adamu Bello library complex? Tick as many as possible.

Table 2

	Options	No. Of responses	Percentage
A	Textbooks	130	100%
B	Journal	110	84.6%
C	Reports	112	86.2%
D	Newspaper	90	69.2%
E	Magazine	70	53.8%

In table Two above 130 respondents which is representing 100% of our responses shows that available information resources in Mallam Adamu Bello library complex is books, while 110 respondents which is 84.6% said is journal. Also 112 respondents (86.1%) representing reports

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and 90 respondents (69.2%) is newspaper (69.2%) is newspaper while the least number of responses is 70 (53.8%) representing magazine.

Question One (1b) what are the type of information marketing services do you enjoyed in your library? Tick as many as possible.

Table 3

	Options	No. Of responses	Percentage
A	Printing services	45	34.6%
B	Publishing services	30	23%
C	Stationary services	25	19%
D	Bindery services	94	72.3%
E	Photocopying services	130	100%

In table 3, (45) respondents which is representing 34.6% of our respondents said printing services, in the same vain (30) respondents which is same as 23% of the responses said they enjoyed publishing services, furthermore (25) respondents equal to 19% responses are on the view stationary services whereas (94) respondents 72.3% accepted that it is bindery service and the largest number of responses is (130) representing 100% of the respondents said it is photocopying services.

Question Two (2) Have you ever been engaged in any information marketing activities in the library? Tick the appropriate.

Table 4

	Options	No. Of responses	Percentage
A	Yes	35	26.9%
B	No	95	73.2%

Table Four (4) above (35) respondents which are 26.9% of the total respondents said they have engaged in information marketing activities while 95 respondents 73.1% of the respondents said they have not ever been engaged in information marketing activities in the library.

Question three (3) what are the information marketing strategies used by the library? Tick as many as possible.

Table 5

	Options	No. Of responses	Percentage
A	Promotion	32	24.6%
B	Advertisement	30	23%
C	Exhibition	47	36%
D	User education	94	72.3%
E	Notice	125	96.2%

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In the table five above the highest responses is 125 (96.2%) said information marketing strategy used by Mallam Adamu Bello library complex is notice followed by 30 respondents representing 23% of the responses they are on the option advertisement, while 32 respondents same as 24.6% promotion, so also 94 respondents equivalent to 72.3% chooses user education and while (47) 36% said exhibition.

Question four (4) what are benefits derived from information marketing and entrepreneurship activities?

Table 6

	Options	No. of Responses	Percentage
A	Self-reliance	124	95.4%
B	Job opportunity	72	55.4%
C	More patronage	128	98.5%

In the above table 6 the highest responses on benefits derived from information marketing and entrepreneurial activities is 128 respondents (98.5%) said is more patronage, while 124 respondents (95.4%) of the total responses said is self-reliance and the lowest response is 72 equals to (55.4%) said is job opportunity.

Question five (5) what are the challenges of information marketing and entrepreneurship in library? Tick as many as possible.

Table 7

	OPTIONS	NO. OF RESPONSES	PERCENTAGE
A	Inadequacy of capital	120	92.3%
B	Inadequacy of facilities	110	84.6%
C	Ineffective power	65	50%

In table 7 above (120) respondents representing 92.3% shows that the challenges facing information marketing and entrepreneurship in Mallam Adamu Bello library complex is inadequacy of capital, while (110) respondents 84.6% said is inadequacy of facilities and 65 respondents 50% said is ineffective power.

Findings of the Study

Based on the findings of this research work it was observed that:

1. With reference to the responses of question one it was observed that the most relevant information resources available in the library are books, journals and reports.
2. The most basic information marketing services enjoyed in the library is photocopying services.
3. It was observed that most of the respondents are not engaged in any form of entrepreneurship activities in the library.

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4. The study shows that the strategies which the library used in marketing its information are notice and user education.
5. More patronage is the highest form of benefit which the library derived in information marketing activities.
6. The study proves that inadequacy of capital and inadequate facilities are the major challenge which the library faces during information marketing.

Conclusion

Based on the findings of the study it was concluded that the major information resources available in the library are books, journals and reports, photocopying services is the highest information services enjoyed in the library under study. Most of respondents are not engaged in information marketing activities in the library. The library uses notice and advertisement as the strategies in information marketing, the highest benefit which the library derived in information marketing activities is more patronage, whereas the basic challenge confronting the marketing of information and entrepreneurship is inadequacy of capital and facilities to run the business effectively.

Recommendations

With reference to the findings of the study the following recommendations were made;

1. The library should try as much as possible to acquire more information resources other than books, journals and reports.
2. Apart from the photocopying service, library should add more or introduce other information marketing services for more benefits.
3. The library should be advised to engage in information marketing activities.
4. The library management should try as much as possible to provide other strategies of marketing their information and services.
5. The library should try as much as possible to provides other means of benefits from marketing it information other than more patronage alone.
6. Government should provide funds/capital and facilities to the library that will enable them engage in information marketing activities.

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