

MARKETING STRATEGIES OF ACADEMIC LIBRARIES IN MYANMAR

A Thesis

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ABSTRACT

This study aimed to investigate the marketing strategies of the academic libraries in Myanmar. This study employed the descriptive analysis method to address and answer the questions. The sample size of sixty five (65) librarians who are working the ten academic libraries which are members of Myanmar Academic Libraries Consortium in Myanmar was purposely selected through total enumeration method. The data were gathered using the researcher constructed questionnaire. The study utilized the descriptive statistics such as frequency distribution, percentages and rank. The most dominant marketing strategies of academic libraries in Myanmar as assessed by the respondents were: to answer reference query amiably, the use of library Facebook page, bulletin board for announcement, and library services through word of mouth, display new acquisitions area, announcement through social media, and regular orientation for new users.

It was also revealed that seventeen (17) out of forty eight (48) strategies are the most effective library marketing strategies practiced by the academic libraries in Myanmar. Those strategies are as follow: library research training/ workshop, regular library orientation for new users, library Facebook page, Book Talk, answer reference queries amiably, library services through word of mouth, Ask-a-Librarian Section, Messenger/ Viber, library website, library campaign, exhibition area for new acquisition,

bulletin board, announcement through emails, library week celebration, Book Fair, reference through phone, and information literacy classes.