Transformation of University Library Management Model Based on Personalized Service

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Abstract: University is an important base for talent training, and the library is an important place for students to read and study. In the face of the large number of students with individuality, we need to provide personalized services to meet the needs of students’ book borrowing and study. From the perspective of personalized service, this paper studies the current situation of university library management mode, analyzes the advantages and disadvantages of the traditional management mode, and puts forward specific countermeasures and suggestions to promote the transformation of library management mode from the perspective of personalization, so as to create a good learning atmosphere and environment for students.

Keywords: Personalized service; University library; Management model; Transformation strategy

DOI: 10.47297/wspciWSP2516-252706.20200406

The library is a very important place in university education, and it is not only necessary to collect and organize documents according to the overall mission of the university, discipline construction and research work, but also to provide students with better services and a good place to study. More importantly, university libraries also need to be able to adapt to the specific requirements of university students from the perspective of students’ individuality, to innovate the management mode of libraries, and to continuously improve the efficiency level of management. In the context of the rapid development of information technology in China, strengthening and improving the personalized services of university libraries is the trend of the future development of university libraries.

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1. Traditional Service Model of University Libraries

People are not unfamiliar with the library, in people's impression that the main function of the library is to provide people with book lending, and related consulting and other services, but not from the service characteristics of the service library to measure the efficiency of the use of library resources, so that for each person, the services obtained in the library are homogeneous, which is not conducive to the improvement of the quality of student training, and the progress of the library management level. For example, in libraries, there is a large collection but low usage, and university libraries tend to pursue the number and type of books in their collections without providing specific services with personalization from the perspective of university users [1]. In addition, libraries are limited to provide single repetitive tasks, such as simple borrowing and returning books. In general, the traditional service model of university libraries has the following characteristics.

(a) The Service is Relatively Simple
The service objects of the library are relatively fixed and the service groups are relatively single, mainly the staff and students of the university, thus making the service objects of the library relatively single. This simple service has led to the fact that the services obtained by the staff are very simple for a long time, and even the access to information is put on the borrowing of library materials, and this simple service has become a main feature of the traditional extension service mode.

(b) Relatively Closed Service
Secondly, the main service objects of the university library are the school staffs, which are relatively fixed, and it is difficult for outsiders to enter the library. Therefore, the construction and service of the library will meet the needs of self-development, and will be limited to a specific scope and object, which will cause the waste of resources and is not conducive to improving the efficiency of resource utilization.

(c) Simple Service Levels
In the service model of university libraries, people's work mainly revolves around the access and collection of documents. For the readers, the main purpose is to collect information through the library by obtaining the documents they need. The library, however, needs to collect and process books to provide readers with more effective and binding documents. In general in libraries, the main focus is on collecting information through primary and secondary information, but there is a lack of effective processing and refinement of information [2].
(4) Relatively Passive Service

Finally, in the service mode of university libraries, the service provided is relatively passive, mainly through the borrowers to actively collect relevant materials, while it is difficult for libraries to provide proactive services. Under this service model, it is difficult to improve the management efficiency of the library, and it is not conducive to improving the utilization efficiency of library resources if people will only come to the library to collect materials when they need them.

2 Characteristics of Personalized Service

(1) Convenience

First of all, for the development of libraries, providing readers with more personalized services can make them feel efficient and convenient. Generally speaking, personalized service requires Internet technology as the basis, so that each reader can feel the convenience brought by the library through the use of Internet technology, and the development and construction of personalized library also brings greater changes to the behavior of readers. Therefore, a library based on library + Internet of things + cloud computing + intelligent devices can not only achieve more efficient management for librarians on the basis of intelligence and autonomy, but also provide comprehensive services such as fast and convenient information inquiry and reading for the majority of readers [3].

(2) Knowledge Sharing

Secondly, in the development process of personalized library service, it can also effectively realize the sharing of knowledge. By building the personalized service of the library, we can connect all kinds of relatively independent literature information with readers and managers, and realize the link and sharing of all kinds of information, which is the purpose of the personalized service construction of the library. Thus, the sharing of its knowledge becomes one of the important features of personalized library services. At the same time, strengthening the construction of personalized library can provide readers with comprehensive and integrated services, effectively solve all kinds of problems that exist for readers, and more importantly, it can also save more time for readers, reduce the problems that exist in book collection, provide faster management for librarians, and allow librarians to provide more excellent services for readers [4].

(3) High Service Efficiency

Finally, through personalized services for readers in the library, it has been able to effectively improve the efficiency of services, so that every reader can enjoy the type of services they want to get and search for more resources in the collection
more quickly. From the current situation of university library construction in China, both the area of library construction and collection resources have a very strong progress, and the load on the infrastructure is increasing, and the information volume and carrying load of the service system is getting bigger and bigger, and once the collapse of these huge volume of information happens, it may bring great impact to the library. We can use the same intelligent technology to achieve progress in all library management, especially in the case of emergency situations only, and play an irreplaceable role in the first emergency management [5].

3. Personalized Service is the Inevitable Trend of University Library Development

As the traditional university library has certain defects in the service efficiency as well as the type of service, which makes it unable to meet the needs of college students’ cultivation. At the same time, under the rapid development of modern education in China, university libraries not only need to change from a single service mode, but also need to strengthen the use of resources and continuously improve the efficiency of library services. And the implementation of personalized services is not only the need for the development of libraries, as well as to meet the needs of investors [6].

(1) Return of Human-oriented Thought
First of all, providing personalized services for teachers and students in the university library management mode is also an effective embodiment of human-oriented thinking, which can effectively meet the diverse requirements of faculty members. For university libraries, they should not only be a place for collecting and lending books, but also play the role of teaching and educating people. In the actual service process, the readers are put in a very important position, pursuing and realizing the value of the readers, and achieving a more beautiful and harmonious reading environment for the readers.

(2) Requirements for Sustainable Development
Secondly, in the management mode of university libraries, strengthening personalized services for students is also a reflection of sustainable development. With the development of the Internet and information technology in China, the information that people can use in the management of university libraries has been constantly upgraded, and the network environment has posed more challenges to the development of university libraries, and people need to use information technology to provide readers with more technological services to meet the diversified needs of
readers. Therefore, in order to achieve sustainable development, university libraries need to continuously participate in the teaching, research and management of the university, especially in the setting of key disciplines and the development of specialties of the university, and they need to provide strong support \cite{7}.

4. Management Measures of University Libraries with Personalized Services

(1) Establishing Information Marketing Mechanism and Changing from Passive Service to Active

First of all, university libraries need to establish information marketing mechanism and change from passive service to active service to actually understand the needs of readers and to further stimulate the information needs of users. University libraries need to change the traditional passive service mode through marketing activities with the help of marketing concepts of enterprises. For example, the library can use questionnaires, telephone inquiries and Internet surveys to find out the needs of university teachers and students, and enrich the library’s resources so that the services provided are more personalized. The change from passive service to active service also requires librarians to constantly update their service consciousness, to learn with an empty cup attitude, to continuously improve their service level and quality, and to provide more personalized services to the faculty and staff \cite{8}.

(2) Improve the Quality of Librarians and Enhance the Overall Service Level

Besides, we also need to continuously improve the overall quality of university librarians and enhance the information level of administrators, so that these administrators can strengthen the effective collection of information and provide personalized services. Schools also need to strengthen effective training for library managers so that they can change from simple information collection to specialized information processing. From the current composition of university libraries in China, the overall quality of most administrators is relatively low and the level of education is not high enough to provide students with personalized services, so continuously improving the quality of administrators becomes the key to personalized library services.
5. Conclusion

In a word, in the process of construction of university libraries in China, people need to take personalized service as one of the important trends of library development, so as to improve the efficiency and level of library development and improve the efficiency of library resources utilization. For this purpose, people can take scientific and effective measures to improve the level of personalized library services from the actual situation of library development.

Works Cited