Related Articles

|  |  |  |  |
| --- | --- | --- | --- |
| Use of Social Media in Marketing of Library and Information Services in Bangladesh | Md. Maidul Islam, Umme Habiba | [Vol 35, No 4 (2015): Special Issue on Libraries and Librarianship in India: Status, Information Technology Applications and Trends Part II](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/548) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/8455) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/8455/4982) |
| Marketing of Library & Information Products & Services: A Select Bibliography | M.U. Raja | [Vol 18, No 3 (1998): Information Marketing](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/255) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3399) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3399/1830) |
| Perception and Use of Social Networking Sites by the Students of Calicut University | Mohamed Haneefa K., Sumitha E. | [Vol 31, No 4 (2011): Semantic Web](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/57) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1109) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1109/441) |
| Marketing of Electronic Resources in IIT Libraries | Daulat Jotwani | [Vol 34, No 2 (2014): Trends in Online Exhibitions](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/461) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/5517) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/5517/3747) |
| Blogs on Marketing Library Services | Anna Kaushik, Jagdish Arora | [Vol 32, No 2 (2012): E-Books](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/72) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1598) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1598/719) |
| Ranking of Indian Universities in Social Sciences using Bibliometric Indicators during 2008-12 | Ritu Gupta, B.D. Kumbar, Rishi Tiwari | [Vol 34, No 3 (2014): Indian Contribution in Scientometrics](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/497) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/7340) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/7340/4047) |
| Information Technology on Surge: Information Literacy on Demand | S. Yadagiri, Prashanth Vidya Sagar Thalluri | [Vol 32, No 1 (2012): Agricultural Information Systems and Services in India](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/62) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1408) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1408/582)  [RELATED ARTICLES](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1408/5083) [RELATED ARTICLES](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1408/5209) |
| Marketing Strategies for the University Libraries in Kerala | P.K. Suresh Kumar | [Vol 33, No 5 (2013)](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/379) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/5105) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/5105/2919) |
| Academic Library’s Responses to the Emerging Trends in Higher Education | Rajendra Madhavrao Kumbhar | [Vol 34, No 6 (2014): Embedded Librarianship: Changing Role of Librarian in Digital Age](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/540) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6878) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6878/4701)  [RELATED ARTICLES](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6878/5197) [RELATED ARTICLES](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6878/5199) |
| Marketing—A Critical Policy for Today's Information Centre | S. Ganguly, Debal C. Kar | [Vol 22, No 3 (2002): Marketing of Information Products and Services](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/285) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3565) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3565/1979) |
| Marketing in the Library & Information Context | Roshan Raina | [Vol 18, No 3 (1998): Information Marketing](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/255) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3394) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3394/1825) |
| Web 2.0 and Libraries: Facts or Myths | Mohammad Aqil, Parvez Ahmad, Mohammad Asad Siddique | [Vol 31, No 5 (2011): Scientometrics](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/59) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1198) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/1198/534) |
| Marketing of Information Products and Services | M.N. Seetharaman | [Vol 15, No 1 (1995): Marketing of Information and Document Delivery](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/239) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3174) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3174/1696) |
| Marketing of Library and information services at British Council Library Networks in India | M. Ishwara Bhat | [Vol 18, No 3 (1998): Information Marketing](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/255) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3398) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/3398/1829) |
| Impact of Web 2.0 Technology Applications in Kerala University Library: Library Professionals’ Perspective | Seena S. T., Sudhier K. G. Pillai | [Vol 34, No 5 (2014)](http://publications.drdo.gov.in/ojs/index.php/djlit/issue/view/538) | [ABSTRACT](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6784) [PDF](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6784/4515)  [RELATED ARTICLES](http://publications.drdo.gov.in/ojs/index.php/djlit/article/view/6784/5071) |

\*The list is not comprehensive for a topic. It is only meant to support the preliminary study of the researcher. One can search in depth through our search system and going through articles of his/her subject/area of research.

If you feel this list is helpful or or may want to give suggestions, pl send a note to Editor, DJLIT at [djlit@desidoc.drdo.in](mailto:djlit@desidoc.drdo.in)