
APPLICATION OF INTERNAL MARKETING IN THE PRACTICE OF INFORMATION-LIBRARY
ACTIVITY

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Annotation

This article provides detailed information about marketing and its types, internal marketing, library culture, professional activity and behavior of employees in the practice of information library activities.

Keywords: marketing, internal marketing, market, leadership, direction, behavior, employee, team, culture, price, information.

Introduction

Internal marketing is a general marketing philosophy of organizing the work of information-library organizations and at the same time a means of implementing a marketing approach to library employees. He provides management with the content, directions and implementation of planned activities to the lower level. Internal marketing helps the management as a tool to influence the behavior of librarians, the organization of a rating scale for their work and their professional level. In other words, it is a kind of internal "public release", that is, an event that greatly strengthens the relations between library employees and calls the team to implement a marketing concession with the following slogan: "Together knowledge, joint implementation, joint victory".

In order for the library to effectively carry out its tasks using the principles of marketing, marketing must enter the mind of the librarian, including local managers, through various forms and means of information delivery. According to the literature, Japanese managers spend about 30% of their working hours in communication with the company's employees. Communication allows them to exchange ideas on improving interpersonal relations, providing employees with communication and thereby increasing production productivity. Taking care of the prosperity of the company, educating employees in the spirit of loyalty to work is considered one of the tasks that are in the center of their attention.

As a result of professional and informal communication in the process of managing the library, librarians get to know each other well, they strive together towards a common goal. This accelerates the fulfillment of the tasks set by the library management. Persuading librarians to make changes in their activities, encourages them to fulfill their obligations thoughtfully. What is important is to devise and implement a system of informing librarians about what they need to do tomorrow, what they need to do in the near term, and what they need to do in the future. And this is to ensure uninterrupted operation of the process. The creation of a clear information system in the library will help each employee to know his work well, to know the place of this work in the general activity of libraries, and to correctly understand the facts and their importance for the management. Among the many synonyms of the concept of internal marketing, the closest to us is the concept of "organizational culture".[1]

Organizational culture or the culture of the organization of library work is a multifaceted phenomenon that includes professional beliefs and norms, ethical values of team members, and activities that support creative work and a trusting environment. The organizational culture of every library should provide directions with such clarity and focus that every librarian can easily understand and follow

them automatically, and management should be at the level of control. In several foreign libraries (including the Reutlingham Public Library in Germany), a special form of organizational culture has been developed for newly hired employees. The new librarian is given a smaller brochure. It will contain basic information about the library and rules such as the "terms of the game" in this community - prompt work, politeness, diligence, friendliness, and diligent service to customers.[2]

The content and orientations of the organizational culture of libraries act as a model for employees to behave in various situations. In order to study the process of organizing the organizational culture of libraries, we will get acquainted with the experience of introducing internal marketing in the public city library of Bielefeld (Germany). This study was conducted by the German Library Institute in the first half of the 1990s and was called "Use and implementation of the marketing concept in public libraries". At first, the situation in the central library was thoroughly studied. For this purpose, 82 out of 116 employees were interviewed. The obtained results showed that the interaction between the staff and the users of the library is not good. It turns out that librarians think they know their customers' requests, far from being enlightened and know-it-alls. At the same time, it became known that there is no unity in the library community, there are different groups against each other. In order to change this negative situation, recommendations were made that the library staff should understand each other, introduce a good communication system in the team, think about market relations, and study consumers. These recommendations became the basis for determining the current management tasks.[3]

In order to get even more accurate results, a separate anonymous survey was conducted to find out the opinions of team members. The purpose of this survey was to find out the opinions of specialists regarding the activities of the library (purpose, tasks, future plans, etc.), their professional motives, ways of spending free time, etc. According to the answers of the Bielefeld librarians, it was found that most of them approve of the following personal values: orderliness, discipline, modesty, timely completion of all the tasks given above, etc. But it turned out that most of these cases do not correspond to the category of librarians who think about the conditions of the modern market economy. The obtained results and various indicators conducted elsewhere were summarized and discussed among the librarians in the form of diagrams and graphs.[4]

These works helped them to know themselves well and understand a number of problems. After intensive discussions with the management, current and prospective tasks were determined, and each employee clearly saw his role in the library's activities. Orientation and design groups were organized by the employees of various departments in the Bielefeld city library. They began to perform certain internal marketing tasks in the central library and its branches. For example, one such group organizes a 15-20 minute event early in the morning every week. This event will provide the latest career news, appointment and transfer information, schedule changes, and more. At the same time, acquaintance with new employees or colleagues communicate with each other. The same group prepared an individual marketing concept for the library within 6 weeks. It defined the purpose of the library, analyzed the services and products provided in the conditions of the market economy. Six slogans defining the basic culture of the library's activity were developed:

- 1). "We are here for you";
- 2). "Culture is concrete, not abstract";
- 3). "You ask, we answer";

4). "To success - through knowledge";

5). "Play and laugh with us";

6). "We have everything."

It should be noted that in the implementation of marketing concepts in the library, individual employees do not believe in it, library leaders and those who destroy the work of the initiative group are also found. They do not need to be convinced and re-convinced.

Therefore, we will show the optimal means of using internal marketing in the library:

- a personal example of leaders of different levels;

- joint (collegial) discussion of the strategy and tactics of the work ahead;

- direct introduction of a professional (functional specialist) with advanced experience to other employees;

- individual services of managers with "main" executors;

- influencing the labor team through public opinion makers. Thus, internal marketing is necessary for every library. It is a tool that implements the marketing concept. In a market economy, internal marketing is the basis for ensuring the future well-being of the library community. Only an educated and motivated librarian can be the fifth "R" in the famous "market composition": "reorle" - people, "R"

- rroduct (product, service) as the four other classic additions. , "rrrice" (price), "rlace" (place in the market), "rrromotion" (desire to the consumer).

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