Chapter - I

INTRODUCTION
1.1 Introduction:

Services have covered all spheres of life from education to entertainment, finance to fast food, travel to communication, advertisement to amusement parks, market research to maintenance services, retailing to recreation and so on. This emphasizes services and its increasing use which started in the twentieth century especially after the end of World War II. Second half of the twentieth century has witnessed the emergence of service industries and considerable growth of these industries representing both domestic and international, so as to increase the GNP (Gross National Productivity) of nations. The key factors which have contributed to the development of services industries are new technologies, new services to meet new needs, social trends, demographic trends, more complex products. Post war economic growth and stability has been the establishment of a greater number of public services, as well as essential services such as health and education, public funded services cover a far greater range of facilities for leisure, culture and the arts, than ever before. In addition to commercial and public sector service providers, there has also been a considerable increase in not-for-profit service organizations. Many of these organizations are large, even multinational concerns, operating in competitive environments and controlling vast financial budgets.
In the beginning of 1970's the interesting concepts like, 'information revolution', 'information age' and 'information society' were profusely used in the literature. Alvin Toffler's books paved the way for understanding the complexities and capabilities of Agricultural age, Industrial age as well as, then emerging Information age. Futurists have even said that information had the power to transform the society into a utopian society, where diseases would be eliminated and birth control would be universal(1). Among other things, professionals and technicians would emerge as preeminent social class, replacing business and industrial entrepreneurs (2).

In the 19th century, John Shaw Bellings, of the Surgeon General Office Library in America spoke of the geometric progression in the growth of medical literature (3). After the Second World War, there was much discussion on the phenomena of 'information explosion'. One of the earliest advocates who promoted the concept of information revolution was Fritz Machlup. As an economist Machlup showed his keen interest in understanding the monopoly of competition in a free society. He was of the firm belief that Research and Development (R&D) is closely linked with education and high quality education is a pre-condition to quality research. He therefore had to enquire into the educational system of all levels to find out how the nation produced the knowledge - not only in just scientific and technical information, but also in schools, colleges and at graduate studies (4).
In essence, Machlup's conceptualization of Knowledge production effort included the following activities:

- Research and development
- Education on all levels
- Communication and its media – e.g. books, journals, radio, television, artistic creations, entertainment
- Information machines, e.g. computers, electronic data processing telecommunication, office machines.
- Information services, e.g. libraries and information centers, that portion of governmental, legal, financial, engineering and medical services that are dependent upon information.

This fact initiated by Machlup to a quantitative study of share of information as component of Gross National Product (GNP) of United States. His contention was that the university the centre of Knowledge production and teaching is equated to an industry. This idea created a sensation in the minds of intellectuals then, that Machlup has called the university as a 'Knowledge factory' (5). Clark Kerr, then president of the University of California, Berkeley also cited Machlup’s notion of the 'knowledge industry' in concert with Abraham Flexner’s idea 'idea of a modern university(6). However, the media has hailed the ideas presented by Machlup subsequent publications by Kenneth Boudling (7) and Gilbert Burck (8) in which they have welcomed the concept of 'knowledge Industry'.
Taking a clue from the above writings in 1969, Peter Drucker(9) wrote a section on ‘Knowledge society’ in his widely quoted book entitled “The Age of Discontinuity”. He has also prophesized that by 1970, the knowledge sector would amount for one half of the GNP. That became true and enabled the dawn of ‘Knowledge Society’. By 1970, the term with its multiple forms began to appear in library and information science literature. At the same time American Society for Information Science (ASIS) deliberated in its annual meeting on a vital issue of “Information Conscious Society” and incidentally one of the paper was exclusively on “Advent of Information Age” (10).

Daniel Bell (11) in his famous book published in 1973 heralded the concept of ‘Post Industrial Society’. According to him the post-industrial society sidelined the services of the agriculture and manufacturing indicating the predominance of Knowledge, information and planning. Edwin Parker after analyzing the innovative thoughts of Machlup and Peter Drucker claimed that the world was on the brink of new social revolution, that is, an information revolution that will be as important as the industrial revolution in the 19th century(12). The next innovative idea advocated by Marc Porat is “Information Economy” in 1977. He has taken the data from the US Department of Commerce on National Income and Product Accounts and analysed in terms of the cost of the information activities(13).
It is seen that Machlup, Porat and Bell together indicated the shift from the agriculture economy to an industrial economy during the 19th century. After the World War II there evolved a service economy which further paved the way for information economy. In the meantime, an interesting study made by Michael Cooper (14) who consolidated the major industrial sector in four groups as follows:

1. Agriculture
2. Industry
3. Services
4. Government

He has examined growth of these groups from 1947 to 1980 and worked out to state after 1958, services exceeded industry as a percentage of GNP and also total number of service workers exceeded the total number of industrial workers.

Machlup and Porat define information economy differently. They address the same general topics, but their approaches differ. The knowledge/information society is viewed by both as a commodity made up of goods and services that have costs as they are created and that can be bought and sold. The services broadly include education of all kinds, R&D, libraries and information centers; entertainment and the arts, goods such as paper, pens, typewriters and computers; and that portion of such services as accounting, medicine and law that developed upon information.
1.2 Concept of Services:

Services are diverse in nature. The inputs and outputs are intangible and makes difficult to define the services. Here are two approaches that capture the essence:

• A service is an act or performance offered by one party to another. Although the process may be tied to a physical product, the performance is essentially intangible and does not normally result in ownership of any of the factors of production(15).

• Services are economic activities that create value and provide benefits for customers at specific times and places as a result of bringing about a desired change in or on behalf of the recipient of the service.

Services have also been described as “something that may be bought and sold, but which cannot be dropped on your foot”(16). Services typically include intangibility, labour intensity, simultaneity of production and consumption, and perishability. Perishability in services is related to characteristics of the service process rather than those of the service product.

In order to construct a more adequate definition of service industries, other two economic sector definitions can be compared. Extractive industries can be defined as the retrieval of raw materials from the physical environment so that they can be used as supplies for other economic activities. Similarly, manufacturing industries can be defined as the production of
tangible goods from raw materials, which then serve as equipment and supplies for other economic activities.

The key elements in defining services are:

(i) the nature of the production output
(ii) the unique inputs used, and
(iii) the purpose served the production process.

The American Marketing Association defined services as, "activities, benefits and satisfactions which are offered for sale or are provided in connection with the sale of goods" (17). Hill’s definition further clarifies the unique nature of service output. “A service may be defined as a change in the condition of a person, or of a good belonging to some economic unit, which is brought about as the result of the activity of some other economic unit, with the prior agreement of the former person or economic unit. Thus services are activities that produce changes in persons or the goods they possess, much as goods-producing activities bring about changes in raw materials”(18).

1.3 Classification of Services:

The classification of any industry especially service industry helps managers to understand services, the unique delivery process and common problems and accordingly recognize them and manage them by bringing out solutions. There are many ways to classify services. One way is to find out what is not service – that is those parts of the economy that are leftovers from agriculture, manufacturing and mining. Another way proposed by Woodruffe(19) to classify service is to simply list the different types of service industry. The third way to
classify services is to go by the following five ways. The five most popular ways are:

a. By End User
   - Individual Consumer as an end-user
     Services are consumed by individuals. Some examples are leisure, hair dressing, personal finance, packaged holiday tour, etc.
   - Business-to-business end-user
     This implies that one business or a firm from one industry will seek services from another business or another company from another industry. Example: in hospitality service sector, hotel and travel complement each other helping tourists to enjoy their holidays.
   - Individual end-user
     Services are plants and factories. They might require very unique services that are highly technical.

b. Degree of Tangibility - Services are inherently intangible, which implies that a customer cannot touch, feel or see a
service product. The product-service continuum, services can be classified in three ways, under the range or degree of tangibility. They are;

i. **Highly tangible services**- here have high degree of tangibility. This is mainly because the services are rendered over certain tangible goods, e.g. car rentals

ii. **Service linked to tangible goods**- here the service is linked to goods, either independently, or as part of the marketer's offer. If it is the latter, the service becomes a part of the total product concept.

iii. **Highly intangible services**- in this classification under the continuum model, service is highly intangible. The services cannot be touched, felt or seen.

c. **People-based Services** are the third way to classify service using the type of contact that the service and providers have with their customers. There are two types of such services:

i. **High Contact**-here the service providers have high degree of contact with the customers. These kinds of services are very much people based. There are a large number of providers who cater to customers and meet them repeatedly over a long period of time. Some examples are teaching, counseling, surgery, etc.
ii. Low Contact – there are also many types of services characterized by very low contact with people. Providers interact very little with customers- it is machines that do the interaction. These kinds of services are equipment-based and very popular in the United States, United Kingdom and Europe and increasingly becoming popular in developing countries like India. For example coin operated weighing machines, web based services – internet booking of railway tickets, information provisions, Automated Teller Machines (ATM) for 24 hour cash dispensing.

d. By Expertise: Expertise is the fourth way to classify services by the degree of expertise required to do the service providers. This classification is dependent on how qualified the service provider is and level of the expertise he possesses. There can be two types of services under this classification.

i. Highly professional services: under this, the service firm could be classified as a highly professional organization, e.g. technical consultants

ii. Non professional: these could include cobbler, tailors.
e. Orientation towards profit/ Commercial Intent is the fifth way to classify service by the degree of orientation towards profit that the service provider might have. Accordingly, there are two types of service industry:

i. Commercially Oriented: these service firms exist to make profits. They are owned both by the Government as well as by the public at large.

ii. Not for Profit Organization: there are also many service organizations that are not for profit, e.g. public municipal parks, public libraries, etc. These organizations carry out their service with the societal concept in mind.

The above classification illustrates the variety which exists in the roles of people in service provision. These roles may be grouped into the following broad categories:

Primary: where the service is actually carried out by the service provider, e.g. dentists, hairdressers, etc.

Facilitating: where employees facilitate the service transaction and participate in it, e.g. bank counter staff, waiters, etc.

Ancillary: where the employee helps to create the service exchange but then is not part of it, e.g. travel agents, insurance brokers, etc.

Classification of services helps a manager in getting a better perspective of the organization. It helps decision makers to
compare the service offer with that of other service industries. These classifications demonstrates the diversity of services and general characteristics of services remain unchanged irrespective of the nature of service business where the customer is always a person or group of persons; the service is perceived more or less intangibly, some kind of interaction between the customer and some parts of the production system of the service provider - including personnel, technology, or both - always occurs, and some kind of input from the customer is always required in the process.

1.4 Characteristics of Services:

Services can be described as the core output of any type of industry - deliver benefits to the customers who purchase and use them. Goods can be described as physical objects or devices whereas services are actions or performances. Early research into services sought to differentiate them from goods, focusing particularly on four generic differences, referred to as intangibility, heterogeneity (or variability), perishability of outputs, and simultaneity of production and consumption.

- The key distinction between goods and services is customers usually derive value from services without obtaining ownership of any tangible elements.
- Services often include tangible elements for service performance, but the output is intangible in nature. In services the benefits come from the nature of the performance.
Services lie at the very hub of economic activity in any society. Dorothy Riddle emphasized the service sector as vital force in stimulating and facilitating economic growth and adds "services rather than being peripheral or luxury economic activities, services lie at the heart of any functioning economy" (20). She formulated the economic model to explain the role of service sector, which show the flow of activity among the three principal sectors of economy: extractive (mining & farming), manufacturing and service sector. Further service sector is divided into four groups which leads to the customer and customer satisfaction and they are:

1. Business Services: Consulting, finance, banking
2. Trade Services: Retailing, maintenance, repair
3. Infrastructure Services: Restaurants, health care
4. Public administration: Education, government

All these services are interlinked or facilitate other sectors of the economy for the advancement of the society. Kotler (21) proposes five categories services to distinguish between goods and services is to place them on a scale from tangible-dominant to intangible dominant

- Pure tangible good (such as salt or soap)
- Tangible good with accompanying services (cars and computers)
- Hybrid (e.g. Restaurant) combining roughly equal parts of goods and services
The service industry has some unique characteristics which differentiate it from the goods industry. Services are relatively intangible, produced and consumed simultaneously and often less standardized than goods. These unique characteristics of services have specific marketing implications and accordingly appropriate and marketing strategies should be adopted by the services marketer. Some significant characteristics of services are explained in brief as follows:

i. **More Intangible than Tangible:**
Intangibility means that unlike goods, services can’t be seen, touched and felt, tasted or smelled or even heard before they are purchased. A good is an object, a device, a thing. A service is a deed, a performance, an effort. When a good is purchased, something tangible is acquired, something that can be seen touched perhaps smelled or worn. When a service is purchased, there is generally nothing tangible to show for it. Services are consumed but not possessed, therefore the absence of tangible features means that it is difficult for the seller to demonstrate of display services, and for buyers to sample, test or make a thorough evaluation. Although services often include tangible elements — such as sleeping in a hotel bed, working out in health club, having teeth cleaned at the
dentist, or getting damaged equipment repaired - the service performance itself is basically intangible. In services, the benefits come from the nature of the performances.

**ii. Simultaneous Production and Consumption:**
Services are typically produced and consumed at the same time. The relationship between production and consumption therefore dictates at production and marketing are highly integrated processes. Generally goods are produced, then sold, then consumed. Services on the other hand are usually sold first, then produced and consumed simultaneously. The service provider and the client are often physically present when consumption takes place.

**iii. Less Standardized and Uniform:**
It is impossible to assure consistency in the services provided by a seller or to standardize offerings among sellers of the same service. Levitt(22) argues that such a distinction has limited value because it is a production oriented approach as even an identical generic product will be differentiated when it is viewed as offered product for sale. Thus, while the core product may be uniform, the process will always be differentiated.
iv. Perishability:

Perishability is the second unique characteristic of the service industry. Kurtz and Boone(23) observed that the utility of most services is short lived; therefore they cannot be produced ahead of time and stored for periods of peak demand. The perishability of services is not a problem when demand is steady, because it is easy to staff for the services in advance. When there are wide fluctuations in demand there should be a highly flexible production system of idle productive capacity. The problem faced with variable demand and perishable capacity to provide the service, the manager has three basic options:

1. Smooth demand by:
   a. Using reservations or appointment
   b. Using price incentives (e.g., giving telephone discounts for evening and weekend calls)
   c. Demarketing peak times (e.g., advertising to shop early and avoid the Christmas rush)

2. Adjust service capacity by:
   a. Using part-time help during peak hours
   b. Scheduling work shifts to vary workforce needs according to demand
   c. Increasing the customer self-service content of the service
3. Allow customers to wait – This option is passive contribution to the service process that carries the risk of losing a dissatisfied customer to a competitor.

v. Site Selection Dictated by Location of Customers:

In manufacturing, products are shipped from the manufacturer to the wholesale to the retailer, but in services, the customer and provider must physically meet for a service to be performed. Either the customer comes to the service facility or the service provider goes to the customer.

The service organization exists to provide a service (or set of services) to its customers. It is defined and shaped by its mission, strategies, and policies. Service design should consider organisation’s mission, strategies, competencies and resources. Other inputs to service design include environmental factors, such as laws and government regulations, customs and norms. The objective of the design process is to determine what benefits to provide to the customer. Design of the delivery system aims at determining where, when and how these benefits should be provided. A service delivery system consists of equipment and physical facilities, processes and personnel. Service personnel play a crucial role in service delivery and success of the organization. Selection, hiring and training of service providers are facilitated by the human resources function.
The service delivery system can be considered into two parts – front room and back room. The front room, also known as front stage, is part of the delivery system that is visible to the customer. This is where the customer interacts with service providers and comes in to contact with facilities and processes. The back room, or backstage, is invisible to the customer and consist of all the personnel, facilities, equipment, and processes that support the front-line personnel and processes.

The service may consist of tangible actions applied to customer's bodies (such as dental services), tangible actions applied to their goods or physical possessions (such as car repair), intangible actions directed at their minds (such as entertainment programs), or intangible actions directed at their intangible assets (such as investment banking).

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<td>Mental Stimulus Processing</td>
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<td>Landscaping</td>
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People Processing:

Here tangible actions directed at the customer's body: these services require the physical presence of the customer during the service process. Services such as a heart transplant operation or air travel require the presence of the customer. In these cases, the customer will have close contact with the service organization and its employees and facilities, usually for a significant length of time.

Possession Processing:

Here tangible actions directed at goods and other physical possessions of the customer. These services require the presence of the object but not necessarily the customer himself. In many cases, the customer drops off the object, or the service provider comes to it; he gives the necessary information and instructions for the service; and is no longer needed until the service is completed. Car repair and landscaping/lawn care, laundry services are some of the examples. It is optional for the customer to be present during the service.

Mental Stimulus Processing:

In this contest intangible actions directed at the customer's mind. When these services are delivered, the customer must be mentally but not necessarily physically present. For some of these services, such as TV or radio broadcast, the message is the only contact the customer has with the service organization. In others, such as traditional educational institutions, concerts and
counseling, the customer’s presence is required. Therefore, in the latter case, a service provider’s performance as well her behavior determine the customer’s perception of the service he has received. In addition, physical environment, policies of the organization, and other customers may play an important role in forming this perception if the customer is in the facility.

Information Processing:

In this case intangible actions directed at the customer’s intangible assets. These are services that process the customer’s money, records, data and the like. After the customer contacts the service organization and requests the service, her presence or involvement is not necessary. The nature of these services and the current level of technology make physical contact with the service organization almost unnecessary. Many banking services can be done over phone, internet, by mail, through automated teller machines. However, there are still some services many people prefer to receive in person, such as opening a savings account or applying for a home mortgage loan.

The outputs of the service system are enhanced customers, or assets that have increased in value. The role of the service operations manager is to monitor and control the service process based on feedback from the system to ensure that the needs of the customers and service personnel are being met. Feedback from the customers and employees make quality assurance possible.
The relationship between service providers and consumers is also changing in other ways that may have significant implications for economies. Technology now allows providers to produce a single product, which is not mass-produced, but which is capable of being mass-consumed, either on a standardized or customized basis. Such is the case with online Internet access to dictionaries, encyclopedias, newspapers, museum collections, etc. Technology is also affecting the relationship between providers and consumers in areas previously unthinkable, such as health care, where the need for personal contact to diagnose and treat ailments is becoming less essential. “Internet” banking, real estate, retail and financial services provide other examples where personal, or onsite, contact with service providers is no longer essential for the services to be performed; in many instances such services can, in fact, be provided far more efficiently via the Internet or through other remote communication modes.

1.5 Service Innovation:

Innovation, in its broadest sense, is widespread in many service sectors, but far less evident in others. Financial services, distribution and retail trade, communication services and software are among the most active innovators, as evidenced by their heavy investment in ICT and the vast array of new products that are being developed and adapted to meet changing consumer demands and/or enhance competitiveness. Areas where innovation has lagged tend to be those where regulation has restricted competition, or those which, by their nature, are
less inclined to be innovative. This latter group would include certain personal services where physical labour is a principal aspect or services which are heavily rule-bound (e.g. certain sports or games).

Services have been neglected, in part, because they are seen as lagging behind other sectors in terms of innovation. They are seen as slow in their uptake of new technology, and as "supplier driven" when they do use it. But as services have now grown to constitute the largest sectors in terms of creating employment and generating output in most industrial countries, their contribution becomes harder to ignore. The unarguable growth in the importance of service sectors, increasing numbers of researchers and policymakers have taken a fresh look at service activities. This includes questioning received wisdom about the innovation capacity of these firms and sectors. The changes that have been taken place in some services have made it evident that preconceptions about the sector as supplier-driven and relatively slow in the uptake of innovation are no longer valid. At the very least, these are certainly not generalizations applying to all or even most services.

- Services are major users of new Information Technology (IT). Certain types of services (like financial services) are the leading users in almost every part of the world, both in terms of the volumes of hardware and software used, and in terms of pioneering new applications and advanced equipment.
• IT use means a dramatic increase in the technology-intensity of services. Some commentators suggest that IT represents a technological revolution for services, rather as powered machines did for manufacturing in the nineteenth century. IT is applicable to the information-processing which is at the heart of many service activities, just as power systems were applicable to the physical processing of materials at the heart of much manufacturing. Services' technological expenditure is growing; their investment is changing focus from constructing plant to installing equipment (again, a process which previously took place in manufacturing sectors during the industrial revolution).

• It must be conceded, however, that the services sector is extremely heterogeneous. This is manifest in its use of technology as in other respects. Even prior to the emergence of IT, exceptional services such as broadcasting, telecommunications, and transport were clearly technology-intensive. The range of technologies employed varies - transport equipment is absorbed by transport services, for example, pharmaceuticals and medical equipment by health services, and so on.

• This diversity also emerges with respect to IT use. Currently, some services are in the IT vanguard, but others are lagging. The continuing increase in familiarity, functionality and power of IT, together with the decrease in
its price mean that it's liable to be diffused even more widely in the future. Mobile communications have been widely adopted by many small service firms, and future generations of communications and computer systems are also liable to be adopted by many of the least technology-intensive services.

Having a general awareness of the service sector and its importance as well as its crucial role in the present century it was thought of investigating the place of library and information services to the community at large. So much is talked about the essential value of information and its access to community and examining the flourishing service sectors like banks, hotels, tourism and education. It is thoughtfully planned to undertake the study of LIS sector in the contemporary context.

1.6 Objectives of the Study:

The major objectives of the study are:

1. To present the historical perspective of the Service Sectors.
2. To analyze the various integral parts of service sector and the role in national development.
3. To identify the salient features of some selected service sectors in different aspects and compare them with the features of LIS.
4. To investigate the prospects of LIS as a service sector on par with the other prominent service sectors.
5. To suggest the possible and feasible ways and means of developing the LIS to further the cause of Knowledge society.

1.7 Methodology:

Library and Information Science profession is being greatly supported by the various emerging and converging technologies. In the contemporary context profession has to make all sorts of effort to emerge as a powerful service sector by exploring its potential. To investigate the problem, the following methods are used to collect and analyze the data. This is in fact a kind of descriptive study where most of the information collected from the documentary sources, websites, Internet and personal observations and interaction with some important professionals in various service sectors.

Documentary sources are collected not only from the LIS but also from all subject fields where service sectors are prominent. To provide the historical perspective and gradual growth and development of service sector and to analyze the distinctive features of the same, documentary sources have become imperative. To examine the functioning and providing the need based services to the customers as well as to assess the role of service sectors in economic well being of the country personal interactions with some prominent professionals and observation of the activities have added much to the understanding the research problem.
1.8 **Limitations of the Study:**

The present study is briefly over-viewing some flourishing service sectors and making an effort to demonstrate the Library and information sector as an essential service sector of the knowledge society. The study is deriving the substances by culminating the projections of some service sectors like Banking, Education, Hospitality and Tourism and Hospital. Drawing the essential features of these selected sectors, efforts are made to emphasize the need for considering Library and Information activities as a service sector.

1.9 **Chapterization:**

The research study is presented in six chapters. Chapter one is covering the introduction, meaning and definition of the service sectors. It also makes mention objectives, methodology and chapterization along with the brief review in the form of historical perspective.

Chapter two is mainly dealing with the growth and development of the service sector. Enough care is taken here to mention the various aspects connected with the service sector. This chapter is based on the published literature in different aspects of service sector.

Chapter three is covering the contributions of prominent service sectors like banks, hotel, tourism and education sectors in the society. This is a web based study highlighting the increasing
trends in the services to cater the essential needs of the community.

Chapter four is, overview of library and information services as service sector establishing the fact the library and information services as a service sector on par with the prominent service sectors covered in the study.

Chapter five makes an attempt to establish the fact that how a healthy knowledge society can be developed by enhancing the information services to all strata of the society.

Chapter six presents briefly the possible issues, challenges and dimensions along with the concluding remarks.

1.10 Conclusion:

The World development indicators point out the share of services in GDP is having major role internationally. Some of the emerging sectors in the Service Industry are the software, retailing, consulting, education, hospitality and tourism and health care. A service product is characterized by a higher degree of intangibility as compared to the manufactured product. It is perishable and cannot be stored as an inventory. The perceived risk with a service product is higher as it is experimental in nature. The range of risk may vary depending upon the nature of the product. With increasing awareness among consumers about their rights, they expect quality in the services. The adoption of
the marketing concept in delivering services in all the service sectors is found necessary.

World Development Report (1998-1999) entitled “Knowledge for Development” had very succinctly remarked “knowledge is like light weightless and intangible; it can easily travel the world, enlightening the lives of people everywhere”. This remark highlights the very nature of knowledge and its intangible nature. According to General Agreement for Trade in Services (GATS) drafted in the year 1998, education was included as one of the services. Education empowers a person to think logically, do the analysis and innovations and contribute to the world of knowledge. So, when other services like banking, insurance, hospitality and tourism, etc can be marketed even education can also be marketed. Education has a greater social and moral responsibility associated with it and becomes all the more necessary that is delivered with using marketing tools. Education is a complete service offer in terms of core and value added services. The core service may include the basic infrastructure like building and other facility, education tools, facilitators, etc. Value added services come over and above the core services to include support and extension services.

As John Berry (24) states “Universities are the best source of expertise to conduct the necessary research, and guide the development of policy framework. They are also the training ground for the next generation of society leaders who need to be
educated regardless of their discipline, with a broad and sensitive understanding of the issues” highlights the importance of universities as organizations charged with the responsibilities of undertaking teaching, research and extension activities. Universities, being institutions for public good and public welfare, have a role in fulfilling social responsibilities.

A university, a college or an institution of higher learning is rightly described as community where teachers and scholars are the head, students are the body and the library is its heart. If the body is to perform its functions properly and efficiently its heart must be well maintained and strong in its functioning. Thomas Carlyle was not exaggerating when he described a “true university as a collection of books” (25). Library plays a vital role in higher education and that have been well recognized by our educationists. Education and library service are two rails of a running train and one cannot live part from the other. Nations First Prime Minister Late Pandit Jawaharlal Nehru pointed out that ‘A library is the key to the knowledge of the world’. Libraries are the institutions treated as the treasures of knowledge. These libraries provide congenial environment for reading books, newspapers and journals etc for the students, researchers, faculty & staff. On the functions of the university library, Kothari Commission (26) said, “University library brings books, students and scholars together under conditions which encourage reading for pleasure, self-discovery, personal growth and shaping of intellectual curiosity.” Libraries serve at least
three roles in learning. First they serve a practical role in sharing expensive resources, physical and human resources support instructional programs by responding to the requests of teachers and students. Second, libraries serve a cultural role in preserving an organizing artifacts and ideas. Third, libraries service plays social and intellectual roles by bringing together people and ideas.

Library support the intellectual endeavors and knowledge services result in tangible and measurable benefits for their parent organization, resulting in qualified practitioners who empowered to implement an overarching information-use package that pays off for all enterprise stakeholders. Education like most pure services is an intangible dominant service so as library and information services which are accompanied by some tangible outputs. In the context of library and information, a service, the consumer only accesses the knowledge or derives the learning benefit from the services provided. There is no transfer of the ownership of tangibles and intangibles which have gone into creation of the service product. Library services are essentially people based services operated through tangibles goods, technology and equipments are used to produce these services.
1.11 References:


(13) Porat, M.U. The information sector: definition and measurement. Presented at the annual meeting of the American Association for the Advancement of Science, Boston, February 18, 1976.


(24) Shukla, Anil Kumar and Tripathi, P.K., 'New Marketing Strategies of Information Services in University Libraries'. University News 47 (42), 2009, pp. 21-25.
