

This fact can be seen by two aspects. The library is not attractive enough to the direct working forces or their information need is too low. Besides, the development of information technology and Internet has a lot of means and technology supporting for learning, studying and entertainment. Thus, the readers have many choices to satisfy their reading need and no need to come to the library.

Realizing that fact soon, many libraries in Viet Nam deploy marketing programs to boost their images and create good relation with the reader. However, the orientation as well as target, object, measure and plan is not positive and lack of adequate attention. That's why we do research to study and propose marketing plan that can apply for the public library to solve above fact. In my research, we use systematic methodology research: material synthetic, fieldtrip, librarian, reader, expert interview, anket in some most featured libraries in Viet Nam.

Author Nguyen Van Thien

Title The Application of Information Technology in Libraries in Viet Nam and Requirements for Organisational Models

Country Viet Nam

Schedule Poster Session

Abstract

This article focuses on the following: systemizing theoretical issues of the impact of ICTs on libraries and issues related to organizational models in ICTs based library environments; Surveying 72 major libraries in Viet Nam in order to gain an understanding of their current status of ICTs applications and the type of organizational models used in those libraries; Interpreting problems that libraries are experiencing, describing the need for changes and requirements for the current organizational models in Viet Nam libraries.

Author Paulus Suparmo

Title Quality Management System for Academic Lirary: an Implementation of ISO 9001 Quality Management System in Sanata Dharma University Library

Country Indonesia

Schedule Poster Session

Abstract

An academic library must provide excellent service to satisfy its patrons. The satisfaction of the customer needs to be measured as it can be used to develop various aspects of the library. The measurement can be done by examining the product of the quality management.

ISO 9001 Quality Management System (QMS) is a quality standard system for quality for all institution. The library can be seen as an institution, so the academic library can implement the ISO 9001 to evaluate quality systems.

Since 2008 Sanata Dharma University Library (SDUL) has implemented the ISO 9001 QMS. SDUL has Standard Operating Procedure for all activities. SDUL has thirteen Standard Operating Procedures to guarantee the implementation all process and management systems.

SDUL has twelve Quality Objectives. The Quality objectives will be used to measure the degree of quality in their task. Measurement of Quality Objective is held periodically. There are