

## **The Study on Scientific Management Method of Harmonious University Library**

Yang Liqiong

Zhuhai Library on Guangdong Province

Guangdong, 519000, China

Yangliqiong@163.com

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*ABSTRACT. harmonious university library is the harmonious integral of the internal and external of library. It plays an important role in expanding students' knowledge, improving their morality, cultivating their independent thinking abilities and assisting classroom lecturing in University. A harmonious university library could only be realized with the existence of a harmonious humanity environment, the establishment of a core value system and resources sharing system in school. During the process of building a harmonious library in University, it is necessary to scientifically manage the library, which is the trend of this information age and the modernization of library as well as the goal for all the faculty in library. It is a systematic project to build a scientific and feasible university library, so the employees of library need to work together with teachers and students. The development of library depends on the innovation, "people oriented" service and market-led management.*

**Keywords:** harmonious library; University library; Scientific management

The CPC and the central government have made it an important task to build a harmonious society, university library is an important element of school, which is a intellectual platform to spread knowledge, generate ideas and nurture talent. It plays an important role to improve cultural qualities of the whole population. Hence, as a traditional culture education institution, harmonious university library is essential in building a harmonious society and creating advanced socialist culture.

### **1. The meaning and characteristics of harmonious university library**

**1.1. The meaning of harmonious university library.** University library system belong to an open system among universities, including external university environment and internal library environment, both influence and restrain each other. Harmonious library should be in the library system, helping different parties to work together, be inclusive and also able to transform and blend with each other., it can make the library operate in a healthy, vitality and vigor state.

In the 4th Plenum of the 16th CPC Central Committee President Hu Jintao pointed out: a

socialist harmonious society is a democratic society ruled by law, and values equity, justice, sincerity, amity and vitality. So does harmonious university library. It means that the internal environment is stable and orderly. Library Resource is reasonable allocated and the layout is adequate. People interact with each other equally, honestly, friendly, and provide services with vigor. All elements internally and externally work and develop harmoniously together.

## **1.2. The characteristic of harmonious university library**

### **(1) Building a harmonious cultural environment**

To create a harmonious humanity environment is the premises to penetrate and realize library's harmonious development in people-oriented management, It includes two aspects: harmony among staffs and harmony between librarians and readers:

The harmony among employees is about specialization and cooperation. Managers obviously should pay attention to individual psychology demands and capacity differences, however, they need pay even more attention to the specialization and cooperation of the whole team in order to build a harmonious atmosphere. At the same time, the library staff should respect, trust, understand and support each other, and focus on the higher cause of library development.

For the harmony between the librarians and readers is to create the harmonious service environment for readers, insist on reader first principle, offer profound services, such as guided reading , consultation, sdi, novelty check etc, it can greatly satisfy the demand of the readers and please the readers.

### **(2) Create Innovative spirit**

In today's competitive era, the library blend into the harmonious development of the society, provide the information, knowledge and services to readers continuously .The librarian should has innovation ability, the sense of competition and enterprising spirit. Libraries should pay attention to introduce and nurture compound talents who not only know computer technology, but also master library and information knowledge, constantly improve and optimize the knowledge structure, specialty structure and age structure of the librarian, and in the end boost the creativity of the whole team. They attach importance to perfect the establishment of innovation mechanism, constantly prioritize the interests of readers, integrate the resources and service function, and finally build an innovative system that is service-oriented, cooperative and dynamically respond to the readers' demand change.

### **(3) Librarians are of perfect qualities**

The ideology quality, ethics, professionalism and cultural upbringings of librarians are the keys to build a warm and harmonious reading environment. While librarians improve on their thought theory level, understand the development stage of our country, support the policies and guidelines of our party and establish firm political stand, they, at the same time, should build professional ethics, be enthusiastic about their jobs, career and mission. They

are with great passion of their jobs, work carefully, dedicatedly, optimistically. They create a warm and harmonious reading environment for readers by their good images and diligent work.

## **2. The functions of harmonious university library**

**2.1. Mental development, Broaden students' knowledge scope.** Nowadays, due to the rapid development of science technology, various disciplines are highly distinguished and in the meanwhile highly integrated. Connections and penetrations between disciplines are getting stronger, the chimneys between disciplines need to be broken. The methodology of teaching knowledge by each discipline is obsolete, so universities must broaden students' horizon, provide integrated education and emphasize on student's mental development.. Harmonized university libraries are the important battle fields to achieve such goals.. Books and magazines collected in libraries contain various knowledge of all times and places, they are the most precious treasures. The responsibilities of library are to unearth the treasury for student to research. Students can build up their cultural, science and art upbringings, broaden their horizons and lay down a solid foundation by reading all sorts of books and magazines.

**2.2. Cultivate the ability of independent thinking and self-study.** Harmonious university libraries provide students with relaxed and harmonious environment, therefore students can find what they want according to their needs and interests. Consequently, student form the habit to research knowledge on their own. Reading help students foster the abilities of thinking independently, studying independently and analyzing independently, inspire students to discuss questions and promote the awareness of thought. In addition, harmonious university libraries use various forms like wall newspapers, blackboard newspapers to organize students to write reading notes and book reports, which are good opportunities for students to practice their writing abilities. It can also encourage students to analyze and judge right from wrong, good from bad, then express their opinion orally, this practice is beneficial to develop students' abilities of thought, oral expression, judgment and appreciation. In a word, university library plays a special and significant role in foster students' independent thinking and adaptability to changes.

**2.3. A platform for ideological and moral education.** Harmonious university libraries play a very important part in adolescent's ideological and moral education. Harmonious university libraries use their distinctive ways such as organize book publicity affairs or events to read educational books to help students to establish scientific outlooks on life, instill the spirit of patriotism, build noble moral standards and lofty revolutionary ideals. This is beneficial to train students to be advanced talents who are all-round developed in morality, intelligence, physique and art, and who are with lofty ideals, well-educated and self-disciplined.

Students are unconsciously influenced by excellent books in university library. Their ideology and ethics are favorably enlightened. By reading the biographies and stories of political leaders, heroes and scientists and following their examples, students can build a

right outlook on life and learn noble spirit and virtue. . Students can also make a clear distinction between right and wrong by reading diversified books. Classroom lecturing can help students understand moral principles systematically, while reading large quantities of books can influence students unconsciously by praising goodness and beauty and lashing evil and ugliness. Via figurative argument and art infection, books can arouse students' inner experience and thought resonance, as a result, students' abilities of distinguishing right from wrong and beauty from ugliness are greatly improved.

**2.4. Excellent tool of classroom lectures in school.** First of all, harmonious university libraries can intentionally and schematically collect all kinds of references and extracurricular reading materials as per classroom lecturing needs, and provide them respectively to teachers and students. School libraries are not the same as ordinary public libraries. Except those books suited for teacher's references, majorities of school books need to satisfy students' reading habits and interests. These books must be interesting, easy to understand, and designed to work with course materials. Only in this way can these books draw students attention and help increase teaching quality.

School libraries not only need to serve student's requirements but also need to cope with teachers demands in curriculum and extracurricular teaching. Libraries often select book material that can work with relevant courses or chapters, recommend them to relevant teachers, then introduce to students for reading. The benefits of working closely with teachers are evident, on one hand, it can tightly follow through course content and schedule and help student to memorize and broaden the knowledge learned in classroom. On the other hand, it can win the support and help from teachers, tailor library services towards actual classroom needs , so as to improve the library's service quality.

### **3. Connotation and principles of scientific management in harmonious university library**

**3.1. Connotation.** Harmonious university library is established inside college. It is abundant with university library resources and each school's own unique research materials. It plays a fundamental role in reserving and distributing knowledge. It can also be utilized as a convenient information channel for faculties and students research purpose, guaranteed to supply abundant information to assist their research projects.

With the revolutionary development of science and technology in new Millennium and the advent of knowledge economy, issues related with knowledge management draw more attention. As a managing and service group of knowledge resources, harmonized university library evolved from its traditional warehouse role of close-loop, passive mode to the open-ended, developing and active mode. Its service methodology switched from the traditional way of collection, storage, process and circulation to the modern method of informatization, networked and digitization. The sustainable development of modern university libraries can only be achievable by applying modern scientific management way of thinking to plan and construct harmonious university library.

The essence of the scientific management of university library is to regard management

as a systematic engineering project. The operation of the whole library is an integrated, dynamic and developing system. It should be guided by scientific outlook on development, make an overall plan and deployment on human resources, library reserve, equipment, material and construction, try to eliminate negative and backward factors in the process, actively explore and try innovative managing methods, form a complete set of suitable and effective management protocol and methodology, and finally establish an all-rounded high quality university library management system.

**3.2 Principle.** In scientific management, university library should also adhere to the following principles:

(1) Systematicness. Harmonious university library should be viewed as an integrated, phased, dynamic and open system. It is necessary to reasonably plan library organization structure and the correlation among subsystems as per library's own feature, task, scale and internal resource condition. On the other hand, when formulating Medium-term and forward plans, we should pay attention to internal and external climate change, re-adjust management schemes, and take proper actions in time.

(2) People-oriented. Librarian is the main subject of the library management, the development of library is realized through librarians' creative work and unremitting efforts. Employees play a leading role in development and construction of library, especially when traditional fundamental service cannot keep up with the demand of the readers. Therefore, it requires our librarians to be more initiative and creative, familiar with more high tech service methods, strengthen information consciousness and possess customer service concept. In conclusion, it requires librarians to play primary role in library management.

(3) Pay attention to returns. As a university library, the priority is to serve readers, especially in-house students' free services. It is our main objective to provide information resource service and improve the quality of in-house classroom lecturing and research activities. In other word, for harmonious university library, No. 1 priority is to secure education benefits. But at the same time, as necessary supplement of library finances and important factor to stabilize librarian team, economic returns need to be maximized by proper measures on top of education benefits. It is necessary to combine the personal touch of library management with the appropriate economic focus so as to promote the long-term development of the library.

**4. The As-is state and problems of university libraries management.** Library is the second classroom for students. Especially for college students, the importance of library is self-evident and much knowledge is obtained through reading. At present, the rapid development of the information society makes the library management system change greatly. But to take the overall trend of library management modernization into consideration, there are a lot of library management problems:

**4.1. Harmonious university library pay more attention to collect but less to use and literature utilization rate is low.** University library is an academic institution providing all

the resources for school teaching and scientific research. It shoulders the responsibility of knowledge exchange and broadcasting . But at present, many college libraries in our country are not fully utilized because the library management personnel lack of scientific management concept and variety of service methods. On the other hand, publicity of new books is not sufficient, which lead to few borrowing from readers vs. vast collection in library.. Literature is not adequately utilized, and it greatly reduced library's attraction to users. In addition, library catalogue is not complete, book descriptions are not standardized, which made it difficult to retrieve books. Some students are reluctant to search through library directory. This made them unfamiliar with what's collected, therefore the borrowing rate is low and reading efficiency is poor. For libraries, collection is not the ultimate goal, but the utilization of the resources is. Although majorities of current university library purchased abundant books, periodicals, database resources, quite a lot of students don't know that. Some students only get to know the school has electronic resources until writing thesis in their senior year. Therefore, publicity and recommendation of books is the key step in the effort of making full use of books, periodicals and database. The value of rich collection would be undermined if it is not known by users.

#### **4.2. The library management personnel's own quality remains to be further improved.**

Every job in university library needs to be completed by librarians. Librarian's professionalism, ethical standards and personality would represent the library's overall image. They are the library's interface to outside world.. At present, many librarians lack basic qualities and the overall quality of library work force is low. Most librarians' knowledge structure is not rational and high-caliber librarians are rather rare. The library staff often felt difficult to answer readers' questions because they are not familiar with the business. High-quality library team is the key element of scientifically managing the libraries, which requires the university librarians to master skill sets such as information technology, networking, data mining, data retrieving as well as industry knowledge.

**4.3. The library lacks of funds and service condition is poor.** The main source of academic libraries' fund comes from the State higher education funds, which accounts for 3% ~ 5% of the library fund. With the advent of knowledge economy, the volume of all sorts of literature has increased dramatically and the book price rises higher. With the emergence of the electronic literature and the wide use of computers, singular capital source can't satisfy library's needs to buy books and equipments. So the library fund is seriously short. Storage equipment is severely short, network security system is not in place, , computer lab condition is poor, space of the electronic reading room is tight, all these results in downgrade in library service, teachers and students' demands for information resources couldn't be fulfilled, and library's development is seriously pulled back. The library's slow development in turn affects the quality of college teachers and students, and then further influences students' career and development opportunities. It is imperative for universities to adapt new mindset, reach out to various funding sources and improve the service conditions.

4.4. **The update of books is inadequate.** With the rapid development of science and technology, renewal of information knowledge is speeding up. Some theories and data also have to update. Thus, books collection needs to be sorted out every year. Current renewal process of the university library needs to be optimized. Many “ancient” books occupied library shelves and are seldom used by people. New books have no space to put, at the same time, readers need to spend more time searching for the book they needed. These problems seriously affected teaching and scientific research quality.

## 5. Measures to reinforce the management of harmonious university libraries

5.1. **Establish the core value concept of the library.** Comrade Liu Yuexiu from Ocean University of China researched on the library value system. In her opinion, the value of the library comes from its economic value. Through the promotion of knowledge transformation, the library brings the enormous social benefit and then result in economic benefits. That means the value of library is reflected by the use of literature knowledge. She thinks, the value of a library is consist of many aspects, such as the value of the reader, the value of the social awareness, the value of the fund providers and the value of the leadership. The so called library core value is the aggregates of many values, which come from the library organization basic value, representing the brand characteristics of the organization, and plays the decision role to the development of the organization, The library’s brand characteristic is knowledge management, knowledge education and the knowledge service. It defines and explains the content of brand characteristics and includes all aspects, it is the soul of the library brand characteristics. Knowledge management of the library is that, the library can transform various sources of information into knowledge, and the knowledge will be linked to the users through the library services,. It is an effective way to manage the knowledge, resulting in knowledge generation, acquisition, utilization and innovation. But the main part of management is the person, The management resource is about knowledge and human resources, human is the platform of the knowledge, is the source of creating knowledge, is the main force of the knowledge value increase. Library knowledge education includes the library staff’s knowledge, skills training and further education. In order to improve the quality of human resources, their skills and innovation ability, Library should provide service to help the development of knowledge economy and the needs of knowledge innovation, providing more diversified, personalized and creative knowledge service to the society. A Knowledge management, knowledge education and the knowledge service, can be more specific, clear, accurate which will help the value to improve. That is the high summary of the library’s core value, and critical practice.

5.2. **Adhere to the people-oriented policy, promote the library harmonious interpersonal relationship.** As the basic unit of the society, each human being has the responsibility of building a good society, therefore, the building of a harmonious society, mainly requires the harmony between individuals, requires the trust between the leadership and employees, the understanding and friendship between the staff and the customers; and

the staff willing to help each other, to support each other. Good interpersonal relationship is the core content of building the harmonious humanistic environment. Therefore, we view the creation of the good interpersonal relationship is the most important thing.

### **(1)The harmony between library leaders and librarians**

The relationship between library leaders and librarians is the basis of building the harmonious library. This kind of harmony should be created under the common goal, everybody in their work place should work hard, think positively , being encouraged to freely express himself, to create a harmonious working environment. How to build a harmonious relationship between the library leaders and the librarians? That requires leaders always be in a leading position, advocating and cultivating the good interpersonal relationship. The leader's work style and communication style play an important role to train the staff and workers, and strengthen the internal unity of the team. This requires the leader be people-oriented, fair, and active in communicating with librarians. The librarians are the main force of constructing harmonious libraries, the librarians should keep studying the new knowledge, improve their abilities, be enthusiastic and motivated, so that overall the library leaders and the librarians are in harmony with each other.

### **(2)The harmonious relation between librarians and readers**

Relationship between librarians and readers are the foundation of building a harmonious library. The two group are the main part of the library's humanities environment.It is very possible that in the service process, there might be various contradictions, due to the subjective and objective factors, such as the service attitude, service mode, service means which will create unharmonious situation. Therefore, to improve the relationship between them, the librarian must strengthen their ideological cultivation, enhance service consciousness, always put readers in the first place,. For the student readers use the noble moral sentiment education and infection, eager to help and solve the problems from student readers in their learning and life , put the service and education together, remember the work of educating people throughout the services works. For teacher readers, we should try our best to satisfy their needs, because of their busy jobs ,they do not have too much time to search the information they need, our librarians should conscientiously perform the responsibility to" finding books for readers ,give the book to the people who need them". To do this, we not only need enthusiasm and meticulous service, but also strive to improve their professional level and operational skills, provide satisfactory service to readers in the shortest possible time. Let the reader establish good relationship with librarian through the satisfactory service. Similarly, the reader should also respect the librarian's work, so that they can take active part in library management, in this role change friendly atmosphere gradually formed that respect teachers and love students, care for each other.

### **(3)The harmony between the librarians**

With the rapid development of university library, librarians are required to constantly strengthen their own qualification, maintain for the good to others, tolerance attitude.



Patience and tolerance is not only the embodiment of love, also reflects a person's good and the cultivation of noble character, it can not only dissolve contradiction, calm the situation, to solve the problem easier, and highlights the personal cultivation and quality, create a harmonious, warm environment for communication. Be more respect In the communication, more understanding in the communication, more encouragement in work, more concern in life, so that the relationships between librarians would improve. At the same time librarian also should enhance the spirit of collaboration, improve the collective sense of honor, achieve the same goal, so that we can realize the harmony between the librarians.

In short, build the interaction system between management and reader, such as the reader can evaluate on librarians, librarians can give some useful advice to leaders, librarians can learn from each other, so that the leader or librarians can always push himself to learn from good experiences and lessons, and constantly improve their own professional level, to maximize the function of the library.

**5.3. Strengthening the construction of library environment.** Library is the important place of information dissemination, its environment has a direct impact on the reader. A free and comfortable, elegant and comfortable environment, can satisfy the reader's personalized needs fully. Both in the internal structure or in the decoration color, the choice of decoration materials should reflect the humanistic factors. Indoor artificial environment such as light environment, sound environment, lighting environment, should create a quiet and comfortable space for the readers, it should simple and generous, and pursuit of culture, to create a safe, clean quiet open learning environment. For example, in the reading room or library ,we could hanging mottoes, celebrity calligraphy and painting, on each floor display Nobel Prize Winner , the resources in the library and so on, all this makes the reader to feel the culture, and be eager for education. In the comfortable environment ,librarian will have a higher work efficiency, in the elegant environment ,middle school students will have the best learning condition, and comfortable environment also need to create and maintain. Therefore, the harmony between human beings and the environment is the important aspect of constructing the harmonious library.

**5.4. Establish and improve the rules and regulations of the University Library.** Rules play an irreplaceable important role in the library scientific management. Regulations of library come from the library work practice, and regulations also guide the librarians how to serve the readers. The library rules should related to the state laws, regulations and standards, to develop proper and convenient operation processes which are practical; We should not only fully reflect the library 's specific situation, but also draw lessons from other libraries. From librarian to readers, from collection to the library equipment, from the service organization and post to all aspects of work and steps, which can use the system to standardize, provisions, should be discussed formulate corresponding regulations or rules regulations, and make regulations system as much as possible to fully reflect the library 's specific situation, so that the work and the management made plausible. At the same time, librarian should notice to collect some advanced library regulations compilation.

Understanding multiple solutions of other library work regulations, to borrow his library achievements, take others strengths, improve working and management methods, improve the library rules and regulations. In addition, the library rules should become library target, service task. Library rules and regulations shall not have conflict to fully complete the task of the library provision, should reduce as far as possible readers' ( especially the student reader ) using data from the literature of restrictive provisions. According to the new requirements from times and the society to the library, we should realize the human knowledge sharing and to make unremitting efforts to this end.

**5.5. Ensure the information sharing of the college library resources.** Since the 90's of last century, the digital resources construction and theoretical study provides a hitherto unknown strong technical support to the development of library information resources sharing, information resource sharing was become the important issue and generally paid close attention and courage to explore in Library and information science, especially the university library.

Information resource sharing means Library build the relationships of cooperation collaboration, coordination relations between Library and Library, Library and other related institutions on the basis of voluntary, equality and reciprocity, using a variety of techniques methods and approaches, to carry out common revealed, common construction and common use of information resources, to maximize the level of meeting users' all activities information resources demand. Science and comprehensive understanding the sharing of information resources is to improve the protection of information resources, the direct motivation is to solve the limitation of the capacity of information resources construction and the information demand of the users. We must realize that, the sharing of information resources is based on the network environment service system mechanism, especially we need to establish and follow on digital processing, resource description, resource organization, resource interoperability and resource services and other aspects of the standard and the standard, also need to adopt and follow standards and norms on the content encoding, data communications, computer systems, security management, intellectual property, service operation and so on, so that we can ensure the availability, interoperability and sustainability of the resources and the service.

University library is the era of digital information resource management center, information user education center and information service center, it has important historical mission. The widespread the use of information technology provide the people around the world an equal chance to obtain information. The international community and all countries pay more attention to the the Library construction, service and sharing of information resources under the digital environment to reduce and eliminate the information resources between the difference of the rich and the poor, to ensure the equality in the library.

## **5.6. Strengthen the humanized management**

### **(1) Setting up the humanized service concept**

The library value is realized through the service to readers. The service idea, means of

service and methods of service are all around the practical process. The humanized service is built on people oriented, which is all from the needs of people. The library workers should learn to respect the readers. Every reader is the first and equal. They are supposed to provide readers with the right of choosing literatural information; in the service for readers, workers should be modest, elegant, behaved, sedate and careful. And they are also required to have the value of patience, gentleness and diligence. It's their duty to be enthusiastic, careful, patient, and focused. They should hold the attitude of care, friendship, warmness and honesty to readers; the workers can make readers hold the sincere respect and gratitude to librarians by the attitude and considerate service.

### **(2) Personalized service**

With the development of communication technology and the multimedia technology, readers can indirectly enter electronic network instead of directly walking into the library, which put forward the new challenge to library staff. Library staff must fully consider the readers' will and requirements, using modern methods, collection and information resources to develop so that help readers to commutate, draw knowledge and broaden the horizon of interaction between librarians and borrowers, making sure to offer to readers (the teachers and students) information of pertinence, high quality and initiative and to satisfy readers (the teachers and students) for unique information.

### **(3) Creating humanized service facilities**

Creating humanized service, distribution of facilities and storehouse in the library should be fully considered on convenience to readers, which reflects humanistic theory. The most suitable books are put on the most convenient place. Pay attention to the new book publicity column, making the readers easily find in the first time. Reading seats are enough, equipment is complete, the access is fast and convenient, lending procedures are simple and the space is big and bright, etc. Closed shelf lending way brings a lot of inconvenience to readers and heavy burden to librarians. The use of open shelf pattern can help both borrowing and reading of literatural information in the library, making the concept-“everyone is equal to knowledge” reflected. A modern library should have the quality of meeting readers the service facilities in lending, retrieval and using information. The stable electronic retrieval system should be improved so as to make readers convenient to use various retrieval way anytime and anywhere. In addition to providing ordinary readers with a humane service, the old, the weak, the sick, the disabled, the pregnant and the poor should be taken into consideration. Providing them with some special service facilities to help to enjoy the service of libraries like normal people will fully embodies the care of the modern library. In the face of the weak readers, we are supposed to provide them with more humanized services.

**5.7. Strengthening the innovative management.** With the development of China's political and economic system, especially the implementation of the project of sharing of national cultural information resources makes great changes in the operation external

environment of libraries. To adapt to this, the inherent requirement of library management, the development goals, the method and behavior has been remarkably changed. Therefore, management innovation is imperative and the stodgy has not adapted to the social development trend yet. For the sake of better survival and development, the library must improve the traditional management ideas and methods, the library can establish a set of the latest management operation mechanism through innovation. Improving the service quality, realization of service innovation and sustainable development is the ultimate objective of scientific management.

Since the 20th century, theoretical study and practice on the library began to connect between quality management and humanistic management, which is put into use of the library management. The application breaks the barrier among departments and also improves the university, the library business process and the quality of the work. However, in order to truly realize the education function and the intelligence function "for the teaching and the scientific research service" and give full play to the role of information center, the library will further enhance service concept. University library should take part in school education, teaching and research consciously and occupy an indispensable place in university activities. On the other hand, the library should improve the ability of the education reform, changing from taking the library as the center management mode to the user as the center management mode; from "each does things in his own way" to "share" in the university library management; from providing dominance to providing knowledge unit, to meet the reader's individual needs.

All for the readers, the pursuit of reader satisfaction is the management goal of the library service quality, readers' satisfaction measures and evaluates the standard of library service and library development. While in the new information, technology and social environment, the demand of readers is changing and more and more diversified, personalized and deep. The new demand emerges continuously which requires universities library service to change subsequently.

Improving the service quality and service innovation is the inheritance and development of the traditional library in the new situation. On one hand, the business resources reorganization and internal resources disposition develops the original service method and canonizes core business; On the other hand, in order to strengthen the library service innovation, such as the introduction of the subject librarian system, online real-time reference service, one-stop integrated service in Chinese university libraries, in view of the teachers' education characteristic and education of active recommendation, the library should form its own service features and strengthen the service innovation continuously, providing the library with sustainable development power.

**5.8. Enhancing market-oriented management.** To extend the social service of university libraries as well as to improve the economic benefit and strengthen the market management, They are supposed to do:

**(1) Expanding social function**

In the information environment of setting up the commodity conception, university

libraries must vigorously develop the function of the service to the whole society. In the past, the content and range of college library is limited to position services. Socialized service and its economic benefits are rarely considered. With the coming of the information age, the development of science and technology, the wide use of computer technology, modern communication technology and multimedia technology, the social function of digital libraries and advantage has been fully manifested. Service to teachers and students is not the only pursuit of libraries. The modern university libraries must take the initiative to renew the idea, innovative thought, seize the opportunities and meet the challenges so as to change the management mode of the closed, introverted and fully exploit information products, open up the market information. Then they can adapt to the demanding of knowledge economy and social development.

### **(2) Setting up commodity conception**

In the economic knowledge society, information resource is commodity which has value and use value. It should follow the rules of market economy and the principle of equal value exchange. In the information age, university libraries are taken as the most powerful producers and providers of social information commodity according to the rules of market economy. They grasp the information of the products of their own features, seriously collecting, screening, classifying, arranging information resources. In addition, they develop information products, create their own brand and develop the information commodity market to meet the needs of different professions and different customers. They provide the society with high-quality information service as well as good economic benefits brought by their own development. At the same time, they will change the past, long-term formation of "collecting is the vital" and "collecting is combining with using" into the formation of "using is the vital". Information consulting improves the utilization rate of information resources, plays to the comprehensive information. And the libraries will help to offer powerful information support for social development in organizing and providing relevant new technology, new market and new resources.

### **(3) Strengthening construction of information resources**

The university libraries should construct the information resources according with teaching requirements and give full play to the advantage of library information management professionals' relative concentration. They also make full use of successful experience of the literature material management and exploit the application system software suitable for the development of teaching and scientific research. And they strengthen the readers' information demand research connecting teaching with scientific research departments. According to their actual demand of information resources and on the basis of different knowledge information carrier, different forms, they will explore the full text database and multimedia database respectively, such as multimedia teaching material database, etc. And they construct source database of continuous development and utilization, harvest the various apparent information material timely and completely, making digital information resources foundation. According to the needs of the users,

information processing of systematic integration through making information resources two or three times can help to conduct resources bulletin, fix subject tracking and many other services. They establish subject database, network system and retrieval system. They organize the information service according to the professional fields.

The university library, as the literature information center of school, is an important part of teaching and scientific research in the school. To make the library give full play to, we must insist on scientific development and adhere to the people-centered management and service. In the functions of the library, it contains two kinds of important resources in the library, namely the librarians and readers. To satisfy their requirements, we should take their comprehensive development as the guidelines, implement the management and service on people centered and innovate the management idea so as to realize their value and eventually make sure for integrated development. Thus, it fully embodies humanistic spirit of modern society and also is the important theory of modern management.

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