

NATIONAL CONFERENCE
ON THE ROLE OF LIS PROFESSIONALS
IN THE CHANGING ACADEMIC PARADIGM
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BOOK OF ABSTRACTS



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Application of Quick Response Codes for Marketing Library Services and Products

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Librarians and Information professionals are increasingly looking to mobile based technologies to provide better information services to the users. The growth of smart phone users in the academic as well as in the corporate sector has created new ways for LIS professionals to adopt and implement creative mobile based information services. Application of Quick Response (QR) code is one such initiative in libraries which enables provide services to library users with mobile accessed devices. It is a type of barcode which is readable by any camera enabled smart phones. Quick Response (QR) code technology provides cost-effective and potentially powerful tools that allow marketers to provide interactive content. Some areas for using QR Codes in libraries are:

- For promoting Library events
- For Library General rules
- For linking to Social Networking Sites
- For Ask a Librarian service
- For Scanning and Suggesting
- For Staff Contact Details:

The author reports an experiment on QR Codes implementation at Central University of Himachal Pradesh Library. With its implementation, users are able to access library services and e-resources on their smart phones easily. It has become easy for the users to recommend books, easy to access e resources, to provide feedback, to ask for any queries, to search required books etc.

**Best Wishes to the
Library Professionals participating in the National Conference of the Role of LIS
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