

Strategies for Promoting an Institutional Repository at the University of Cape Coast (UCCSpace), Ghana

Mariyama Abdulai Kumah*, Gershon Adzadi**, Osman Imoro***

Abstract

A key attribute to the academic environment is the value given to research due to its enormous benefits to both the researcher and the institution's knowledge creation. As research output increases in volume, libraries are required to have substantial support systems to manage and make access to these collections available to its users. Institutional Repositories (IRs) are library initiatives that aim at providing a digital embodiment for the management, preservation and dissemination of the intellectual work of the institution. Promoting these intellectual outputs on library's IRs has been found to be very important in providing sustainable and proactive library services. The purpose of this study was to find out how Sam Jonah Library is promoting its institutional repository in order to increase the institution's visibility worldwide. Questionnaires were the main data collection instrument used for the study. The findings revealed that the study participants were fully aware of the benefits of IRs in promoting institutional intellectual output. Some of the challenges that hindered the success of promoting IRs were the lack of a policy to help in its operation, lack of funds, lack of technical staff, apathy from staff, lack of training and lack of knowledge on the tools and practices.

Keywords: Institutional Repository, Promoting, Research Output, University of Cape Coast (UCC), Uccspace, Sam Jonah Library

Introduction

One of the core mandates of any academic library is to support faculty and student research activities. To achieve this mandate many libraries have sought not only to provide faculty and students with credible, factual and reliable scholarly information but have also provided avenues for

the storage, preservation and promotion of their research outputs. Over the years, libraries have sought to promote faculty and student research through the organization of workshops, conferences, seminars and creation of thesis/research reference rooms. However, most of these initiatives have been constrained by inadequate physical storage, space, financial and preservation constraints. According to Jowi, Obamba, Schoole, Barifaijo, Oanda and Alabi (n.d.) the preservation of research output and knowledge production is vital to the socio-economic growth and development of Africa. Promoting research output by academic libraries helps to promote visibility, distribution, impact, discovery and networking among researchers and their institutions.

With the advent of the internet and numerous ICT tools, many libraries worldwide have sought to store, preserve, communicate and disseminate institutional research outputs through open access institutional repositories (IRs). This is because IRs provides the platform for effective and efficient communication of scholarly outputs which is vital for the promotion and stimulation of a vibrant intellectual climate. IRs are library initiatives that aim to move proactively into the domain of researchers by establishing dedicated research units, which aim to "embed" the library in research preservation and dissemination. Enhancing the institution's prestige / visibility, maintaining control over an institution's intellectual property, capturing and maintaining the intellectual assets of an institution and to encourage open access are some importance of an IR to its parent institution. To increase visibility, collaboration and connectivity of researchers and research, librarians must adopt strategies to promote their institutional repositories (IRs).

* University of Cape Coast, Ghana. Email: mariyama.kumah@ucc.edu.gh

** University of Ghana, Ghana. Email: gadzadi@ug.edu.gh

*** University of Cape Coast, Ghana. Email: osman.imoro@ucc.edu.gh

Although initiatives to develop institutional repositories has increased academic and research institutions' potential for greater access to scholarly information, many have questioned that sustainability of institutional repositories in developing countries like Ghana and Africa as a whole. This is mainly attributed to the challenges that confront the implementation of information communication technologies in developing countries. Also another challenge that poses a great threat to the sustainability of institutional repositories is faculty's wiliness to archive its resources. According to Giesecke (2011) one of the challenges for libraries managing institutional repositories has been convincing faculty to self-archive their work in the repository.

In Ghana, the University of Cape Coast Library (Sam Jonah Library) is one of the largest academic libraries in the country. It is a new ultra-modern library complex with a capacity of 750,000 volumes excluding pamphlets and journals and situated on the North Campus. It has a reading space for 2,000 library users, E-mail, Internet, Inter-Library Loan and Document Delivery facility (ILL/DD). The main function of the library is to support teaching, learning and research. The library has implemented a university- wide IR (UCCSpace) system that has a collection of digital materials produced by staff and students of the university which are located, owned or controlled, and intended for dissemination by the university, irrespective of purpose or provenance (UCC Institutional Repository Policy, 2012). As such most institutional repositories in Ghana contains research conducted by Masters and PHD students as part of their requirement for the completion of their degrees instead of research conducted by faculty members. It is against this background that this study seeks to find out strategies for promoting the Institutional Repository of the University of Cape Coast (UCCSpace).

Literature Review

With the emergence of digital technologies in scholarly publishing and communication, academic institutions around the world are developing institutional repositories for collecting and preserving the intellectual output of both faculty members and students. Lynch (2003) described institutional repositories as a set of services that

a university offers to the members of its community for the management and dissemination of digital materials created by the institution and its community members. Institutional Repositories are broadly described as the collection of digital material hosted, owned and controlled or disseminated by an institution. More specifically institutional repositories are the "digital archives of the intellectual product created by faculty, research staff and students of an institution and accessible to end - users both within and outside of the institution (Anbu, 2006).

With the volume of research increasing and as new knowledge is built on existing knowledge, academic libraries are the primary repositories of existing knowledge. Sutton (2014) noted that in these times of belt tightening and budget reductions, it behooves on academic libraries to think about how to demonstrate to administrators the value being returned on investments in the library, and to provide scholars with tools to do the same. Wawrzaszek and Wedaman (2008) argue that the value of academic libraries in the 21st century is measured by how well they serve the learning, teaching and research needs of their institutions. Essentially, an IR is meant to collect and preserve the intellectual writing such as creative research, datasets, reports, published journals, conference papers and proceedings, theses and other scholarly collections of a library. The IR is therefore the ware house for providing free access to research output and the intellectual capital of an academic institution to its patrons.

In Ghana, the Kwame Nkrumah University of Science and Technology (KNUST) was the first academic institution to implement an institutional repository. Six month later and with 560 postgraduate theses entered, KNUST appeared 52nd on the webometrics ranking for 100 best universities in Africa. This clearly demonstrates the vital role IRs play in boosting and promoting institutional prestige and global visibility. In spite of these benefits, IRs in Ghana are confronted with implementation and management challenges such as the lack of institutional policy and budgetary support for its operation, bandwidth, lack of public IP addresses, software, qualified staff, etc. In order to counter these numerous challenges, academic libraries in Ghana should first realize that the IRs are the bedrocks for undertaking research and are a good means of providing access to research findings to the larger community.

Strategies for Promoting IR

Promotions are the activities, materials, and media used by a marketer to inform and remind prospective customers about a particular product offering (Connett, 2004). According to Holtzhausen (2010) the goal of promotion is to persuade the target consumer to buy or consume the product being offered and includes various communication methods and activities aimed at the target consumer. Akporhonor and Olise (2015a) asserted that, promoting your research outputs (such as articles, images, case studies, books, etc.) is an important step in ensuring they are easily discoverable by others who may wish to comment, cite, or write about them.

Awareness is a critical factor in the utilization of any information product. In this light, Yang and Li (2015) expressed that for the adoption of IR to be successful and serve its full potential, it is imperative that its constituents be aware of its existence. The library staff forms a critical mass in the adoption and promotion of IR. According to Kocken and Wical (2013) for a marketing strategy to be successful, librarians and institutional repository managers must build awareness. This usually involves educating and training of library staff, clients and faculty members on the importance, use and value of the IR in their research activities. In promoting IR, users must also be educated on issues such as intellectual property right, scholarly communication and copyright issues.

Over the years, IRs have been promoted using marketing and outreach strategies such as brochures, fliers, campus wide announcement, press release, word of mouth, campus newspaper and radio announcement, bookmarking, workshops, seminars and conferences. Kim (2010) posits that for promotional strategies to be successful, they must encapsulate the professional advantages users would receive when using the IR. Advantages such as wider audience reach due to open accessibility, persistent links to their work, and easy sharing of work through RSS feeds and email must be communicated clearly and concisely as these are advantages that most researchers are looking for. According to Covey (2011) marketing should promote these advantages while also addressing faculty concerns such as copyright infringement. In an era of numerous technological and social media tools, marketing initiatives must be an ongoing process which must be tailored and revisited on a continual basis.

Persson and Svenningsson (2016) aver that a growing body of evidence suggests that public visibility and constructive conversation on social media networks are beneficial for the promotion of library products and services. In view of this, social media is widely used by librarians nowadays to promote IRs. This is because social media provide librarians with a cost effective means of promoting library services (IR) to on- campus and off- campus users. IRs are aimed at improving and promoting the dissemination of knowledge, thereby any strategy adopted in its promotions must be geared towards reaching as many clients or potential clients as possible

Problem Statement

A review of the literature reveals that there has been more research into promoting research output in academic libraries in the advanced countries as compared to those in developing countries. This has motivated the researcher to look at promoting of research output in Sam Jonah Library's institutional repository (UCCSpace). The focus of this research is to help promote the research performance at the University of Cape Coast, with the help of the library (Sam Jonah Library). This research will place a special emphasis on the roles and strategies that the library can put in place to promote and improve the quality of research output with the aid of an open access IR.

Objectives of the Study

The objectives of the study are:

1. To ascertain the availability of an IR policy in promoting the UCCSpace.
2. To identify the social media tools used by the library in promoting the UCCSpace.
3. To ascertain the challenges or hindrances faced by the library in promoting the UCCSpace.

Methodology

Population

The study population consists of the entire professional and para-professional library staff of Sam Jonah Library, University of Cape Coast. Table 1 below indicates the total number of library staff sampled for the study.

Table 1: Study Population

<i>Category of staff</i>	<i>Number of staff</i>
Senior Members	7
Senior Staff	74
Junior Staff	48
Total	129

Source: Field Work, 2017

Instrumentation

Questionnaire was used in collecting data from respondents. Open-ended and closed-ended questionnaires were also used for the library staff. Questionnaires were sent to the various offices of the respondents at the main, hall and departmental libraries on UCC campus. Out of the 129 questionnaires distributed to both senior members, senior and junior staff, 113 representing 87.6% were completed and returned.

Mode of Data Collection

Data collection was done by combination of both primary and secondary sources. The primary sources consist of the questionnaire conducted from the field while secondary sources consist of data emanated from previous works which included reports, books, journals, magazines, electronic databases and other related resources that were deemed right for the study. An introductory letter was taken from the Department of Information Studies, University of Ghana. The letter of introduction given to the researcher was sent to the University of Cape Coast Library where the research was carried out. This was done in order to seek permission from the library management and also to explain the purpose of the study. Questionnaires were sent to the various offices of the respondents at the main, hall and departmental libraries on UCC campus. Enough time was given to the respondents to go through the questions and clarifications made on areas where they did not understand. Respondents were given two days upon receiving the questionnaire to complete and two weeks was used in collecting the data from the various department. All the respondents were

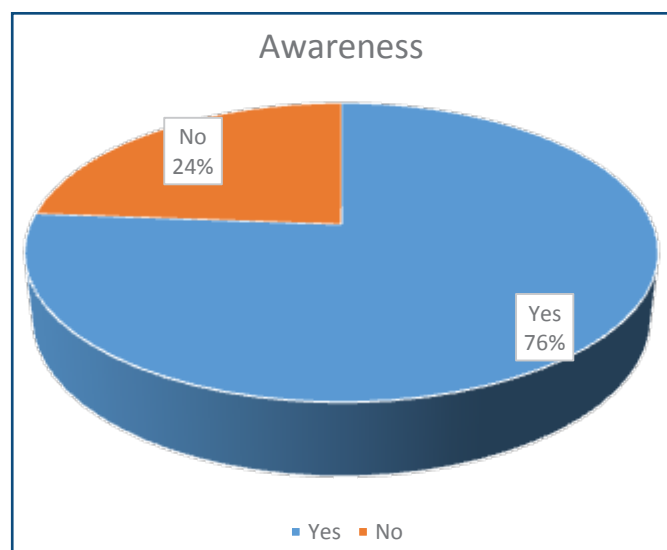
assured of confidentiality and anonymity before the data was collected hence their names were not written on the questionnaires.

Data obtained from the questionnaire were analysed using the Statistical Package for Social Science (SPSS Version 22.0). This is because SPSS offers the opportunity to use a variety of up-to-date statistical methods for analysis due to the fact that it has a good editing, labeling and ability to produce results in both report and table formats. The data was first coded in the variable view and also defined. Then the responses from the questionnaire were inputted in data view to generate the required report. The analysis based on the descriptive statistics included frequencies and percentages, tables and charts. Data from SPSS was exported to excel to draw charts.

Findings and Discussion

Staff awareness of UCCSpace

From the analysis, 86(76.1%) of the staff were aware of UCCSpace while 27(23.9%) were not aware of UCCSpace. The findings revealed that majority of the respondents (76%) were aware of the IR in the library. This awareness was as a result of the library's orientations, seminars, library guide etc. The finding was in line with a study by Makori, Njiraine, and Talam (2015) who asserted that for the IR to come into being and work efficiently, the library management have to play the lead role in fostering excellent communication and awareness among all individuals involved in the development process, particularly staff and users. It also corresponds with the findings of Kassahun and Chatiwa (2015), Giesecke (2011), Agyen-Gyasi, Corlety and Frempong (2010) that, it is only when staff awareness is addressed that any meaningful progress can be achieved on IR implementation. This means that advocacy and awareness creation is vital to library staff in developing an IR because it helps them to be actively involved in the processes to help satisfy users' information needs. Fig. 1 shows the results of the finding.



Source: Field Work, 2017

Fig. 1: Staff Awareness of UCCSpace

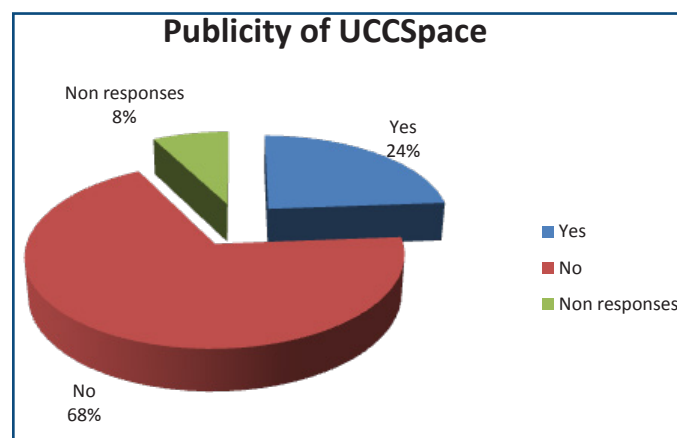
Staff awareness of Written Policy for Promoting the UCCSpace

Under the same research question, the researcher investigated whether staffs were aware of a written policy for promoting the university's institutional repository. Fifty-eight of staff representing 51.3% were not aware of any written IR policy while 55(48.7%) were aware of a written policy. This shows that majority of the respondents were not aware of a written policy used in promoting the UCCSpace. The study's findings also showed that the Library does not have a policy to guide them in promoting research output on the UCCSpace. The findings also brought to light that the library had an IR policy but had nothing to guide its promotion. As a follow up question, 70(62.3%) of the staff were in favor of a written policy by the library guide in the promotion of the UCCSpace. Forty one (41) respondents representing 36% did not think having a written policy for it was relevant while 2(1.7%) were indifferent. This finding is consistent with a study conducted in Cyprus by Dini-kounoudes and Zervas (2011) that posited that, promoting of the repository's output should be high in the list of priorities in an IR policy. The finding is also consistent with a study by Gonzalez and Porcel (2007), who posited that a continuous and important campaign in promoting IRs must be based on a committed institutional policy. A well-

written policy will be a direct link between the library's vision and the running of the day-to-day activities on how they can efficiently promote the research output of the institution. This will also help in the future decision-making processes pertaining to how issues that arise will be handled by IR manages and administrators.

Publicity of UCCSpace

Promotion according to Akporhonor and Olise (2015b) in library and information science is a set of techniques which is aimed at reinforcing the basic values of the library in a changing environment at the same time meeting the needs of the library clientele. It was for this reason that the researcher sought to find out if the UCCSpace services have been well publicized to attract library users or faculty members. Seventy seven respondents representing 68.1% of the respondents averred that the UCCSpace has not been well publicized to attract library users or faculty members. Twenty-seven (23.9%) respondents, indicated that the UCCSpace was well publicized to attract users' whereas 9(8%) did not respond to the question. The findings therefore revealed that majority of the respondents indicated that the UCCSpace has not been well publicized to attract users and faculty members. The finding was consistent with a study conducted by Dini-Kounoudes and Zervas (2011) which recommended that in order to make IRs more successful and lasting, libraries must adopt comprehensive promotional and publicity campaigns that highlights the benefit of IRs. Figure 2 shows the results of the finding.

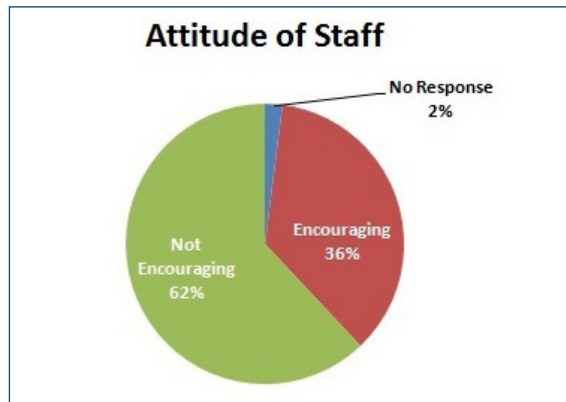


Source: Field Work, 2017

Fig. 2: Publicity of UCCSpace

Attitude of Staff on Promoting the UCCSpace

For any promotional activity to succeed, it needs librarians who are positive, committed and enthusiastic and also the involvement of all library staff. Figure 3 shows library staffs' attitudes towards the promotion of the IR.



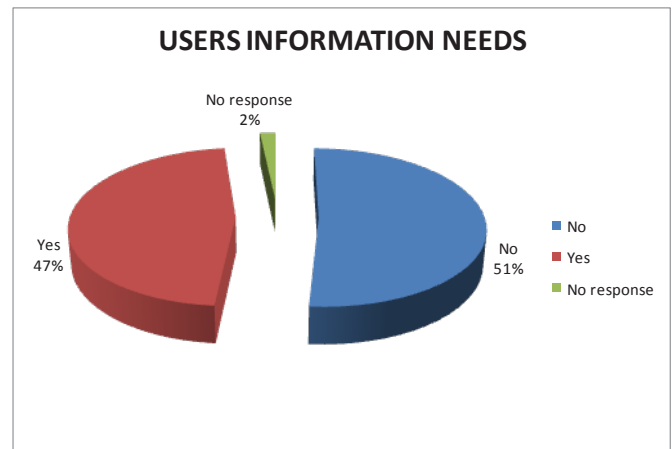
Source: Field Work, 2017

Fig. 3: Staff Attitude on Promoting the UCCSpace

The researchers wanted to find out the attitude of the library staff on promoting the research output of the UCCSpace. It was revealed that 70(61.9%) of the staff attitude towards promoting research output on the IR was not encouraging. Moreover, 41(36.2%) said their attitude towards it was encouraging while 2(1.7%) were indifferent about it. The deduction was that most of the staff had negative attitude towards the promoting of the UCCSpace. This may be attributed to lack of training and skills in the usage of the IR by library staff. This is inconsistent with studies by Abba and Dawling (2009) which revealed that majority (80%) of library staff require some form of informal training. It is also in agreement with studies by Estall and Stephen (2011) and Rathek and Jain (2013) that identified staff perception and attitude as a major militating factor against the marketing of library services.

User's Information Needs

The IR exists because there are users whose needs must be satisfied and it was deemed necessary by the researcher to access whether the IR was meeting the information needs of its users. The responses are shown in Figure 4.



Source: Field Work, 2017

Fig. 4: Users Information Needs

Fifty seven (51%) respondents, think the UCCSpace has met the information needs of the users. Fifty-three (53) respondents, representing 47% do not think the UCCSpace has met the information needs of its user's while 3(1.7%) were indifferent to the question. These suggest that the UCCSpace is meeting the information needs of its users.

Social Media Tools Used in Promoting the UCCSpace

As academic success is frequently measured in terms of impact, the next question sought the opinion of respondents on which of the social media tools the library use in promoting its IR (UCCSpace). The result is shown in Table 2 below.

Table 2: Social Media Tools

Item	Frequency	Percentage (%)
Website	70	54.3
Facebook	21	16.3
Twitter	11	8.5
Blog	12	9.3
None of the above	15	11.6
Total	129	100.0

Source: Field Work, 2017

Data in Table 2 shows that 70(54.3%) respondents were aware of the library using its Website to promote

UCCSpace, 21(16.3%) were aware of the library using Facebook to promote the UCCSpace while 15(11.6%) respondents indicated none of the above to the assertion. The result therefore shows that an overwhelming number of the respondents knew of the Website as a tool for promoting the research output on the UCCSpace. This finding is consistent with a study conducted by Robert and Rowley (2004) on Australian academic librarians perceived techniques for promoting library services. They revealed that library websites was the most common promotional technique used by librarians to promote their IR. However, this is inconsistent with a study conducted in Ontario, Canada by Collins and Quan-Haase (2012) which showed that Twitter is the preferred social media in the promotion of library IR services.

This finding is also inconsistent with a Kenyan study by Makori (2010) which reported that Twitter was the most popular social media tool used by the university librarians for promoting library services. Islam and Habiba (2015) also reported that, the most used social media tool in academic libraries in Bangladesh is Facebook. Similarly in Nigeria, Akporhonor and Olsie (2015) found that Facebook and Blogs are the most commonly used social media used in promoting library IR services.

Challenges Faced by the Library in Promoting the UCCSpace

The study findings revealed a number of challenges faced by respondents in promoting the UCCSpace. Unreliable power supply, lack of technical and ICT staff, lack of knowledge and awareness on the relevant tools and practices used in promoting IRs, lack of institutional policy, inadequate ICT connectivity and infrastructure, copyright and intellectual rights, inadequate advocacy, inadequate funding, lack of staff training and software problems were the major challenges encountered by library staffs as they seek to promote the UCCSpace. The findings on the lack of staff training is consistent with Ezeani and Ezema's (2011) study which reported that, the most nagging problem in the digitization project is attracting the required skills for troubleshooting of equipment such as computer systems, scanners among others. Similarly the finding for funding was consistent with a study by Spalding and Wang (2006), thus lack of adequate funding for libraries IR is hindering the smooth running of libraries

including realization of the importance of using an IR in an institution.

Also the findings for lack of awareness correspond with that of Fortier and Laws (2014) who indicated that the major roadblock for staff promoting an IR was due to awareness. Unreliable power supply is also consistent with a study conducted by Fatunde (2008), the researcher observed that poor electricity supply is a major impediment to the operation and growth of information and communication technology in Nigerian universities. Consistent with lack of funding was a study conducted by Christian (2009), that poor or inadequate funding is one of the challenges faced by libraries to implement and sustain the development of an IR in public libraries in Africa because the government expects them to generate all forms of revenue internally. Inadequate ICT connectivity and infrastructure was consistent with (Agyen-Gyasi et al., 2010; Musa, 2016), that high cost of internet bandwidth, inadequate ICT connectivity and infrastructure in developing countries makes it much difficult for academic institutions in the region to afford adequate bandwidth to host digital repositories. A study by Baessa, Lery, and Grenz (2015) was also consistent with lack of policy, they believe that, policy plays an important role in terms of the repository collection development by granting authority and shaping the framework of assigned roles and responsibilities.

Recommendations and Conclusion

The creation and dissemination of research are very vital to the growth of any academic institution, human knowledge and the scientific advancement of any community or society. University libraries worldwide have come to recognize the need to build IRs in acquiring, organizing, storing and disseminating their intellectual output to their users and the world. In order for the IR's to remain relevant to their users, faculty members and its community, the libraries need to promote their research output to increase visibility.

The promotion of IRs (UCCSpace) should be given high priority by formalizing the existing policy in order to help guide its operation. There should also be regular education and training programmes for the staff in relation to how the IR can be promoted with the relevant tools and practices. These tools and practices include

social media sites like Twitter, Facebook, LinkedIn, Bloggers, You Tube, Slidshare, etc., for promoting the IR. The finding revealed that the library uses only its website and word of mouth to promote the IR. The researcher was surprised to note that the library was not taking advantage of the other numerous SNSs available to enhance promotion of research output within the university. However management assured the researcher it was yet to promote the IR on their other platforms such as Twitter, Facebook, blog, flyers and brochures. Social media are of importance to the academic library in showcasing the institutional research output to their users because it increases the patronage of library resources and encourages collaboration. It is very obvious that, the use of social media networking tools to promote research output in academic library is important for presenting strong relevance in this digital age. This will encourage the staff to have a positive attitude to help enhance the library services on promoting the research output on the UCCSpace. In order to alleviate these challenges and yield maximum results, there should be a collaborative effort by all the stakeholders involved, to come together to plan on how to efficiently and effectively promote the library's IR. This will help to showcase the intellectual output of the institution, aid global visibility, prestige and also help in improving the ranking of the university.

References

- Abba, T., & Dawha, E. M. K. (2009). Assessment of Personnel Training Needs in the Ibrahim Babangida Library, Federal University of Technology, Yola, Nigeria. *Library Philosophy and Practice (E-Journal)*, 293. Retrieved 15th November, 2017 from <https://digitalcommons.unl.edu/cgi/view-content.cgi?article=1290&context=libphilprac>
- Agyen-Gyasi, K., Corletoy, A., & Frempong, A. T. (2010). *Open access institutional repositories: Issues and challenges*. Retrieved on 15th November, 2017 from <http://ir.knust.edu.gh/bitstream/123456789/1439/1/OpenAccessInstitutionalRepositoriesI.pdf>
- Akporhonor, B. A., & Olise, F. N. (2015a). Information and knowledge management librarians' use of social media for promoting library and information resources and services in University Libraries in South-South Nigeria. *Information and Knowledge Management*, 5(6), 1-8.
- Akporhonor, B. A., & Olise, F. N. (2015b). Librarians' use of social media for promoting library and information resources and services in university libraries in South-South Nigeria. *Information and Knowledge Management*, 5(6).
- Akporhonor, B. A., & Olsie, F. N. (2015). Librarians' use of social media for promoting library and information resources and services in university libraries in South-South Nigeria. *Information and Knowledge Management*, 5(6), 1-9.
- Anbu, J. P. K. (2006). *Institutional repositories: Time for African universities to consolidate the digital divide*. Retrieved on 15th November, 2017 from www.ascleiden.nl/Pdf/elecpubliconfanbu.pdf
- Baessa, M., Lery, T., & Grenz, D. (2015). Connecting the pieces: Using ORCIDs to improve research impact and repositories. *F1000Research*, 4, 195.
- Christian, G. E. (2009). Issues and challenges to the development of open access institutional repositories in academic and research institutions in Nigeria. *SSRN Electronic Journal*. Retrieved on 15th November, 2017 from <http://doi.org/10.2139/ssrn.1323387>
- Collins, G., & Quan Haase, A. (2012). Social media and academic libraries: Current trends and future challenges. *Proceedings of the Association for Information Science and Technology*, 49(1), 1-4.
- Connett, B. (2004). *The integrated marketing communication mix*. Landsdowne: Juta Academics.
- Covey, D. T. (2011). Recruiting content for the institutional repository: The barriers exceed the benefits. *Journal of Digital Information*, 12(3), 1-18.
- Dini-kounoudes, A., & Zervas, M. (2011). *Best practices and policies in institutional repositories development: The Ktisis Case*. Retrieved on 17th December, 2017 from <http://ktisis.cut.ac.cy/bitstream/10488/4837/3/Bestpracticesandpoliciesininstitutionalrepositories-development.pdf>
- Estall, C., & Stephens, D. (2011). A Study of the Variables Influencing Academic Library Staff's Attitudes Toward Marketing. *New Review of Academic Librarianship*, 17(2), 185-208.
- Ezeani, C. N., & Ezema, I. (2011). Digitizing institutional research output of university of Nigeria, Nsukka. *Library Philosophy and Practice*, 565. Retrieved on 15th November, 2017 from <http://digitalcommons.unl.edu/libphilprac/565>

- Fatunde, F. (2008). *Nigeria: Poor electricity supply hits ICT growth*. Retrieved on 20th November, 2017 from <http://www.universityworldnews.com/article.php?story=20080424153055598>
- Fortier, R., & Laws, E. (2014). Marketing an established institutional repository: Marquette Libraries' research stewardship survey. *Library Hi Tech News*, 31(6), 12–15.
- Giesecke, J. (2011). Institutional Repositories: Keys to Success. *Journal of Library Administration*, 51(5–6), 529–542.
- Gonzalez, A. B., & Porcel, A. F. (2007). *Guidelines for the Creation of Institutional Repositories at Universities and Higher Education Organisations*. Retrieved 13th March, 2017 from http://eprints.rclis.org/13512/2/Guidelines_IR_english.pdf
- Holtzhausen, T. (2010). *The promotional mix*. Retrieved on 15th November, 2016 from repository.up.ac.za/bitstream/handle/2263/25084/02chapter2.pdf?sequence=3
- Islam, M., & Habiba, U. (2015). Use of social media in marketing of library and information services in Bangladesh. *DESIDOC Journal of Library & Information Technology*, 35(4), 299–303.
- Jowi, J. O., Obamba, M., Schoole, C., Barifaijo, M., Oanda, O., & Alabi, G. (n.d.). *Governance of higher education, research and innovation in Ghana, Kenya and Uganda*. Retrieved 15th November, 2017 from <https://www.oecd.org/sti/GovernanceofhighereducationresearchandinnovationinGhanaKenyaandUganda.pdf>
- Kassahun, K., & Chatiwa, N. (2015). *The awareness of academic librarians towards Open Access resources to support reference services: A case of private institutions of higher learning in Gaborone, Botswana*. Retrieved 16th March, 2017 from <http://www.ifla.org/files/assets/reference-and-information-services/publications/5-kassahun-en-doc.pdf>
- Kim, J. (2010). Faculty self-archiving: Motivations and barriers. *Journal of the American Society for Information Science and Technology*, 61(9), 1909–1922.
- Kocken, G. J., & Wical, S. H. (2013). I've never heard of it before: Awareness of open access at a small liberal arts university. *Behavioral & Social Sciences Librarian*, 32(3), 140–154.
- Lynch, C. A. (2003). *Institutional Repositories, Infrastructure for Scholarship*. Retrieved 19th December, 2016 from <https://www.cni.org/publications/cliffs-pubs/institutional-repositories-infrastructure-for-scholarship>
- Makori, E. O. (2010). Making university libraries in Kenya the destination for the user population. *Library Review*, 59(7), 548–557.
- Makori, E. O., Njiraine, D., & Talam, P. (2015). Practical aspects of implementation of institutional repositories in Africa with reference to the University of Nairobi. *New Library World*, 116(9/10), 610–640.
- Musa, A. U. (2016). An appraisal of Open Access utilization among academic librarians in Federal Universities in Northwestern States of Nigeria. *Library Philosophy and Practice*, 137. Retrieved 15th December, 2017 from <http://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=3771&context=libphilprac>
- Pathak, M., & Jain, A. (2013). Marketing of library and information services: A study of librarians perception. *NACLIN*, 1(22).
- Persson, S., & Svenningsson, M. (2016). Librarians as advocates of social media for researchers: A social media project initiated by Linköping University Library, Sweden. *New Review of Academic Librarianship*, 22(2–3), 304–314.
- Robert, S., & Rowley, J. (2004). *Managing information services*. London: Facet publishing.
- Spalding, H. H., & Wang, J. (2006). The challenges and opportunities of marketing academic libraries in the USA: Experiences of US academic libraries with global application. *Library Management*, 27(6/7), 494–504.
- Sutton, S. H. (2014). Altmetrics : What Good are They to Academic Libraries ? *Kansas Library Association College and University Libraries Section Proceedings*, 4(2), 1–7.
- Wawrzaszek, S. V., & Wedaman, D. G. (2008). *The Academic Library in a 2.0 World*. Boulder, CO: EDUCAUSE Center for Applied Research.
- Yang, Z. Y., & Li, Y. (2015). University faculty awareness and attitudes towards open access publishing and the institutional repository: a case study. *Journal of Librarianship and Scholarly Communication*, 3(1).