

A USER STUDY AMONG THE AFFILIATED COLLEGES OF BHARATHIAR UNIVERSITY ON THE PERCEIVED EFFECTIVENESS OF STRATEGIC LIBRARY MANAGEMENT IN THE DIGITAL ERA

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Abstract

This study investigates the perceived effectiveness of strategic library management in the digital age, focusing on colleges associated with Bharathiar University. It talks about how academic libraries have gone from being places to store books to places where people can find digital information. It also stresses how important it is to use strategic management to make sure that the library's services are in line with the goals of the school. Good library management includes using technology, improving the digital infrastructure, putting the needs of users first, and giving staff ongoing training. The study employs both descriptive and inferential methodologies. It asks 250 students and faculty members how they feel about different parts of library management, like strategic planning, technology integration, digital infrastructure, e-resource availability, digital resource accessibility, staff competence, user training programs, service quality, user satisfaction, and how effective the library seems to be. The results show that people think the best part is using technology together, but the digital infrastructure needs to be better. People are very happy with how well the library's digital resources work. They know that the library helps kids do well in school. But to make service better, we need to look at things like how reliable the internet is and how to help staff learn new skills. The research shows that the library is good at making plans and giving good service. To stay competitive and make sure it stays useful in the long run in the digital academic world, it needs to keep spending money on staff training, technology, and infrastructure. Some ideas for improving library services and making users happier are regular performance audits, better digital infrastructure, and more programs to teach people how to use the library.

Keywords: User Study, Bharathiar University, Digital Library, Library Management

1. Introduction

Academic libraries have changed a lot since the 21st century because technology is always getting better, users' needs are always changing, and technology is always getting better. Libraries today are more than just places to keep books and lend them out. Now, they are digital knowledge centers that help with research, teaching, learning, and the growth of organizations. Strategic library management is very important in this changing world to make sure that library services are in line

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with the goals of the institution, that digital technologies are used, that service quality is improved, and that the needs of a wide range of users are met.

Strategic library management includes making long-term plans, putting those plans into action, checking to see how well they work, and always looking for ways to improve services and systems. In the digital age, good strategic management has to go beyond traditional library management to include:

- ❖ Putting together digital platforms and automation
- ❖ There are more collections of e-resources being added.
- ❖ Better digital infrastructure
- ❖ Making services that are focused on the user
- ❖ Staff members get ongoing training and chances to grow professionally.
- ❖ Getting people to learn how to use technology
- ❖ Strong evaluation of services and outcomes

It's important to know how users feel about things because the library's main users—students, faculty, and researchers—are the ones who decide how well it works. Evaluating how effective something seems helps:

- ❖ Learn about the good and bad sides of putting a plan into action.
- ❖ Help library planning make choices based on facts.
- ❖ Make things more clear and accountable.
- ❖ Make sure that the services meet the needs of the users and the goals of the school.
- ❖ Help make rules for the whole institution and for each region.

Factors affecting the effectiveness

- ❖ Strategic Planning (SP): This is important for making sure that the library's goals match those of the institution and for keeping up with changes in technology.
- ❖ Technology Integration (TI): Using digital tools makes services work better and makes people happier.
- ❖ Digital Infrastructure (DI): The technology that supports digital services must be strong for them to be reliable.
- ❖ E-Resource Availability (ERA): Students can do their work better when they have access to useful and up-to-date e-resources.
- ❖ Digital Resource Accessibility (DRA): Resources should be easy to use so that people can get the most out of them.
- ❖ Staff Competence (SC): Skilled librarians make the service better and help people use resources in the best way possible.
- ❖ User Training Programs (UTP): These programs teach people how to use technology, which gives them more power.

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- ❖ Service Quality (SQ): If a service has a high level of quality, users are more likely to trust it and be happy with it.
- ❖ User Satisfaction (US): How happy people are with the library affects how often they use it and how often they tell others to use it.
- ❖ Perceived Library Effectiveness (PLE): Users' evaluation of library performance is contingent upon the aggregation of all influencing factors.

There has been a lot of research around the world on digital libraries, technology use, and user satisfaction. However, there hasn't been much research on how users feel about the effectiveness of library strategies used in affiliated college libraries in India, especially in the Bharathiar University system. These institutions represent a unique setting characterized by a blend of urban and semi-urban campuses, varying levels of digital readiness, and diverse academic user demographics.

2. Review of Literature

The rapid growth of information and communication technology (ICT), digital resources, and user-centered service models has changed the idea of strategic library management in the digital age a lot. Recent studies show that the effectiveness of academic libraries depends more and more on strategic planning, new technology, being ready for new technologies, and user satisfaction.

Thong, Hong, and Tam (2008) stated that a user study on digital libraries examined system quality, information quality, and service quality as critical factors affecting perceived effectiveness. Their research established the foundation for subsequent empirical models linking the quality of digital services to user satisfaction and institutional success. Sahu (2015) examines strategic management in academic libraries and underscores the necessity for library strategies to align with institutional objectives and user requirements. The study stressed that working together to plan and keep evaluating are important parts of good strategic management. Patra and Sahoo (2022) discovered that digitization initiatives in university libraries enhance information accessibility, security, and productivity for researchers. They did, however, stress that strategic planning should guide the adoption of digital technologies to make sure it lasts.

People think that digital transformation is a big part of making things work better. Muslim (2024) discovered that integrating digital technology in the classroom enhances the educational experience for students, facilitates information sharing, and increases their engagement. Vikash and Singh (2025) asserted that the adoption of Library Management Systems (LMS) in government college libraries significantly enhances their efficiency and user accessibility. User satisfaction remains a fundamental indicator of effectiveness. Kadir, Samsudin, and Seman (2024) developed an empirical model demonstrating the direct impact of information, systems, and services quality on user satisfaction, which subsequently influences the functionality of the digital library. Azib et al. (2025) corroborated their hypothesis by demonstrating that metrics of digital service quality are essential determinants of user satisfaction in academic libraries.

Research conducted by Lalrokhawma and Verma (2023) and Narasanna and Naik (2024) highlighted the impact of ICT infrastructure and digital services on user perceptions. Their research shows that customers are happy when the internet is fast, the servers are reliable, and there aren't many technical problems. Recent studies have highlighted innovation driven by technology. Patel, Batcha, and Ahmad (2021) examined the impact of Web 2.0 technologies on academic libraries. They said that interactive platforms make people more interested and help them find what they need. Paul, Chauhan, and Pal (2024) also say that to stay relevant in the digital age, it's important to find new ways to get people involved, like digital outreach and personalized services. How an initiative is marketed and talked about affects how well people think it works. Arbani and Abdullah (2018) proposed a conceptual framework linking digital marketing strategies to user satisfaction in Library 2.0 environments. Wang, Wang, and Liu (2025) found that smart marketing and digital engagement make modern libraries work better.

The study clarified that perceived library performance in the digital age is multifaceted, involving strategic planning, technology integration, infrastructure enhancement, staff proficiency, user education, service quality, and user satisfaction. Nonetheless, there exists a deficiency of research explicitly examining these variables within the context of Bharathiar University-affiliated colleges, highlighting a research gap that the present study seeks to address.

3. Objectives

- ❖ To assess users' perceptions of strategic library management practices
- ❖ To evaluate the effectiveness of digital technologies in library services
- ❖ To find out how important staff competence is for providing digital services
- ❖ To see how happy users are with the digital library's resources
- ❖ To find the most important things that change how people think about how well a library works

4. Methodology

The descriptive research methodology was employed to systematically elucidate users' perceptions regarding various facets of strategic library management in the digital age. The inferential factor was employed to examine relationships, disparities, and the analytical influence of specific variables on perceived library effectiveness. This research design enabled the researcher to quantify perceptions and derive statistically valid conclusions from the collected data. The study's target population comprised students and faculty members who frequently utilize digital library services. The study included a sample of 250 respondents, comprising both undergraduate and postgraduate students, in addition to faculty members. The sample size was considered adequate to ensure statistical reliability and the generalizability of the findings. Respondents were selected through an appropriate sampling method, such as simple random sampling or convenience

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sampling, contingent upon the institution's capacity, to ensure equitable representation of all academic disciplines and user demographics.

The data were gathered using a structured questionnaire designed specifically for the study. The questionnaire included statements about important parts of strategic library management in the digital age, such as planning for the future, using technology, building a digital infrastructure, making e-resources available, making the library accessible to everyone, training staff, and improving service quality, user satisfaction, and perceived library effectiveness. The tool used a 5-point scale called a Likert scale. The selected respondents received the questionnaire either in print or via an online platform. Participants were informed about the study's purpose and assured that their privacy and anonymity would be safeguarded. Responses were collected within a specified timeframe to ensure comprehensiveness and accuracy.

5. Data Analysis and Interpretation

Table 1: Respondents opinion on Strategic Planning (SP)

Sl. No	Variable	Mean	SD
1	Library has clearly defined strategic goals	4.12	0.71
2	Strategic plans align with institutional objectives	4.08	0.74
3	Strategic planning supports digital initiatives	4.05	0.76
4	Periodic review of library strategies is conducted	3.98	0.82
5	Users' needs are considered in planning	4.02	0.79
6	Strategic plans improve service effectiveness	4.1	0.7
	Overall Mean	4.06	—

The table shows what the people who answered thought about User Training Programs (UTP). It shows that most of the people who answered thought that the library's training and orientation efforts were mostly effective. Most people agree that these programs greatly improve digital skills and encourage the right use of library resources, as shown by the average score of 4.00. The average score for the statement "orientation programs are held to help people learn about the services that are available" was 3.95, with a standard deviation of 0.82. The lower mean and higher standard deviation, on the other hand, suggest that these programs could be better in terms of how often they happen, how easy they are to find, or how visible they are. The answers were pretty similar, and the mean score of 4.00 and standard deviation of 0.78 showed that people agreed that training programs help people learn how to use technology better. People thought that workshops on e-resources were helpful and useful (mean = 4.02, SD = 0.77), which shows that they strongly agreed that they were useful and relevant. Participants also agreed that the training materials are well-designed and helpful (mean = 3.98, SD = 0.80), but the moderate variation shows that there is room for improvement in clarity and presentation. The statement that programs help people use resources more effectively had the highest mean score (mean = 4.05, SD = 0.75), which shows that most people agreed that user training makes library resources much easier to

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use. Most people think that user training programs are useful and work well to help people learn how to use digital tools and make the most of resources. But if you make orientation programs better and improve the training materials, they could be even more useful and reach more people.

Table 2: Respondents opinion on Technology Integration (TI)

Sl. No	Variable	Mean	SD
1	Digital technologies are well integrated	4.2	0.68
2	Online catalog is user-friendly	4.18	0.66
3	Automation improves library efficiency	4.15	0.69
5	Digital platforms support remote access	4.12	0.72
4	Library keeps pace with emerging technologies	4.05	0.77
6	Technology enhances service quality	4.22	0.64
	Overall Mean	4.15	—

The table on Technology Integration (TI) shows that most of the people who answered the question thought that digital technologies are used well and work well in the library. The average score of 4.15 shows that most people think that libraries are using technology well in their operations and services. The vast majority of respondents agreed that libraries are doing a good job of using digital technologies (mean = 4.20, SD = 0.68). The low standard deviation shows that everyone gave the same answer and that everyone is confident in the integration of technology. The online catalog was also thought to be easy to use (mean = 4.18, SD = 0.66), which means that users find it easy to get around and use. Everyone who took part agreed on this. People also agreed that libraries work better when they are automated (mean = 4.15, SD = 0.69). This shows how automated systems can speed up service and cut down on manual work, with only a few differences in the answers. Digital platforms were recognized for their effectiveness in facilitating remote access to resources (mean = 4.12, SD = 0.72), thereby fostering flexible learning and research; however, the slightly higher standard deviation suggests minor discrepancies in user experiences. The statement that the library keeps up with new technologies had the lowest mean in this group (mean = 4.05, SD = 0.77), but it still shows agreement. The higher variation, on the other hand, means that there is room for more changes and new ideas. The statement that technology improves service quality had the highest mean score (mean = 4.22, SD = 0.64), which means that most people agreed that adding technology to library services makes them much better overall. Overall, users think that adding technology to the library works well, with a mean score of 4.15. People who answered the survey are clear that digital systems, automation, and remote access all make operations run more smoothly and improve services. But to keep this positive view, you need to keep working to stay up to date on new technologies and encourage ongoing technological progress.

Table 3: Respondents opinion on Digital Infrastructure (DI)

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Sl. No	Variable	Mean	SD
1	Adequate computer facilities are available	4	0.78
2	Internet connectivity is reliable	3.95	0.82
3	Servers and systems function efficiently	3.98	0.8
4	Power backup supports digital services	3.92	0.85
5	Infrastructure supports digital expansion	4.02	0.76
	Overall Mean	3.97	—

The analysis of digital infrastructure (DI) variables indicates that the majority of respondents possess a favorable perception of the library's digital facilities, considering them adequate and dependable. The average score of 3.97 shows that people think the current digital infrastructure is good enough for library operations, but there are some areas that could use some work. The average response (mean = 4.00, SD = 0.78) showed that most people agreed that there are enough computers to meet user needs, even though some people thought there were some minor limitations. People also thought that the internet connection was reliable (mean = 3.95, SD = 0.82), but the higher standard deviation means that users had different experiences, which could be because of changes in bandwidth or problems with connectivity. People also agreed that servers and digital systems work well (mean = 3.98, SD = 0.80), but the fact that the answers were only slightly different suggests that there may be technical problems from time to time. The statement about power backup supporting digital services had the lowest mean and the highest standard deviation (mean = 3.92, SD = 0.85). Most people think that backup facilities are good enough, but there may be concerns about the stability of power or the reliability of the system that need to be addressed. The statement that infrastructure supports digital expansion had the highest mean in this group (mean = 4.02, SD = 0.76). This shows that people are sure that the current setup can handle future technological growth, and the answers were mostly the same. People generally think that the library's digital infrastructure is good and useful for digital services, with an average score of 3.97. People like the computer facilities, how well the system works, and how ready it is to grow. However, making the internet more reliable and adding backup power systems could make operations even more stable and make users happier overall.

Table 4: Respondents opinion on E-Resource Availability (ERA)

Sl. No	Variable	Mean	SD
1	Adequate e-journals are available	4.1	0.72
2	E-books meet academic needs	4.05	0.75
3	Databases are relevant and current	4.08	0.73
5	Subject coverage is sufficient	4	0.78
4	E-resources support research activities	4.12	0.7
6	Access to subscribed resources is consistent	4.02	0.76
	Overall Mean	4.06	—

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The E-Resource Availability (ERA) analysis shows that most of the people who took the survey thought the library's electronic resources were good, saying they were good, useful, and easy to find. The average score of 4.06 shows that most people think that e-resources are very helpful for school and research. Most of the people who answered agreed that there are enough e-journals to meet their academic needs (mean = 4.10, SD = 0.72). The low standard deviation shows that their opinions were pretty much the same. Participants also said that e-books are good for teaching and learning (mean = 4.05, SD = 0.75), and there wasn't much difference in how they felt about them. The findings indicate that individuals perceive the databases to which they subscribe as valuable and current (mean = 4.08, SD = 0.73), reflecting their satisfaction with the quality and timeliness of the resources available to them. The mean score of 4.00 and the standard deviation of 0.78 show that most people agree that subject-wise coverage is enough. However, the slightly higher standard deviation may be due to different requirements for different disciplines. The assertion that e-resources facilitate research endeavors received the highest mean score (mean = 4.12, SD = 0.70), indicating substantial consensus that electronic resources significantly enhance research efficiency and scholarly output. Participants also agreed that access to subscribed resources is usually steady and reliable (mean = 4.02, SD = 0.76). But the moderate difference suggests that access problems might happen every now and then. Most people think that the library's e-resources are very good, with an average score of 4.06. People who answered the survey all agree that e-journals, e-books, and databases are useful, helpful, and important for research and schoolwork. People like how easy it is to get to and how many topics are covered. However, making small changes to the consistency and breadth of the disciplines could make users even happier and resources even more useful.

Table 5: Respondents opinion on Digital Resource Accessibility (DRA)

Sl. No	Variable	Mean	SD
1	Remote access is easy	4.02	0.79
2	Login procedures are simple	4.05	0.77
3	Digital platforms are easy to navigate	4.08	0.74
4	Access speed is satisfactory	3.98	0.81
5	Minimal technical interruptions occur	3.95	0.83
	Overall Mean	4.02	—

The Digital Resource Accessibility (DRA) analysis shows that the people who took the survey think it's easy and convenient to get to digital resources. The overall mean score of 4.02 shows that most people think digital platforms and systems are easy to use and available to everyone. But small technical changes could make the experience even better. The average response was 4.02, with a standard deviation of 0.79, and the responses were mostly the same, even though there were some small differences in individual experiences. The login process was also thought to be simple and clear (mean = 4.05, SD = 0.77), which shows that most people thought the same thing about authentication processes. The assertion that digital platforms are user-friendly received the highest mean score in this group (mean = 4.08, SD = 0.74). This means

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that most people thought the interfaces were well-designed and easy to use, and the answers were mostly the same. Most people were happy with the speed of access (mean = 3.98, SD = 0.81), but the slightly lower mean and higher standard deviation show that some people were worried about how long it would take to load or how well the network would work. Respondents also agreed that technical problems don't happen very often (mean = 3.95, SD = 0.83). However, this item had the lowest mean and highest variation, which means that some users may have trouble with technical issues from time to time. With an average score of 4.02, people think that making digital resources easy to access is a good way to make them easier to use. People really like how easy it is to navigate and log in. But speeding up access and fixing technical problems could make the whole digital experience even better and make users happier.

Table 6: Respondents opinion on Staff Competence (SC)

Sl. No	Variable	Mean	SD
1	Staff possess adequate digital skills	4	0.76
2	Staff efficiently assist with e-resources	4.05	0.74
3	Staff respond promptly to queries	4.02	0.78
5	Staff provide accurate information	4.08	0.72
4	Staff guide users in digital services	3.98	0.8
6	Staff update skills regularly	3.95	0.82
	Overall Mean	4.01	—

The analysis of Staff Competence (SC) shows that the people who answered the survey think highly of the library staff's knowledge, skills, and willingness to help. The average score of 4.01 shows that most people agree that the staff is knowledgeable and can help with digital library services. People who answered the survey agreed that the staff has enough digital skills (mean = 4.00, SD = 0.76), which shows that they are sure they can run and manage modern library systems. Participants also strongly agreed that the staff did a good job of helping with e-resources (mean = 4.05, SD = 0.74), and the low standard deviation shows that everyone was happy with the help they got. People also agreed that staff answered user questions quickly (Mean = 4.02, SD = 0.78), but there were some small differences in how people thought about how long it took for staff to respond. The assertion that staff provide precise information received the highest mean score (mean = 4.08, SD = 0.72), indicating a strong trust in the accuracy and dependability of the guidance offered, as evidenced by the uniform responses. Participants agreed that staff help users with digital services (mean = 3.98, SD = 0.80). However, the slightly lower mean and greater variation suggest that more support options or a more structured orientation could make this part even better. The statement that staff regularly update their skills had the lowest mean score (mean = 3.95, SD = 0.82), which shows that people mostly agreed with it but not everyone did. This could mean that there needs to be more visible or organized professional development programs. Overall, people think the staff is competent and helpful for digital library services, with an average score of 4.01. People who took the survey really like how helpful the staff is and how accurate the

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information is. Still, continuing education for employees and better user guides for digital services could make them even better and improve the service as a whole.

Table 7: Respondents opinion on User Training Programs (UTP)

Sl. No	Variable	Mean	SD
1	Orientation programs are conducted	3.95	0.82
2	Training improves digital literacy	4	0.78
3	Workshops on e-resources are useful	4.02	0.77
4	Training materials are well designed	3.98	0.8
5	Programs enhance effective resource use	4.05	0.75
	Overall Mean	4	—

The table shows that most people who took the survey thought that the library's user training programs (UTP) worked. The average score of 4.00 shows that people agree that these programs are important for helping people improve their digital skills and get the most out of library resources. Respondents agreed that orientation programs are used to help users learn about the services that are available (mean = 3.95, SD = 0.82). However, the slightly lower mean and higher standard deviation show that these programs could be more frequent, easier to find, or more visible. Participants concurred that training programs enhance digital literacy (mean = 4.00, SD = 0.78), with responses largely consistent, exhibiting minimal variation. People strongly agreed that workshops on e-resources were useful and helpful (mean = 4.02, SD = 0.77). People also agreed that the training materials are well-made and useful (mean = 3.98, SD = 0.80). But the moderate standard deviation shows that there is still room for improvement in terms of how clear, structured, or presented the information is. The statement that programs improve the effective use of resources had the highest mean score (mean = 4.05, SD = 0.75), which shows that most people agree that user training makes library resources much more useful. Overall, people think that user training programs are useful and helpful for improving digital literacy and getting the most out of resources. The average score is 4.00. People love workshops and how they work, but making orientation programs even better and improving training materials could make user education programs work better and reach more people.

Table 8: Respondents opinion on Service Quality (SQ)

Sl. No	Variable	Mean	SD
1	Digital services meet expectations	4.1	0.71
2	Services are delivered promptly	4.05	0.74
3	Library services are reliable	4.08	0.72
5	Services are user-centered	4	0.78
4	Digital services are consistent	4.02	0.76
6	Overall service quality is high	4.12	0.7
	Overall Mean	4.06	—

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The table shows that most people who answered the question about Service Quality (SQ) thought that digital library services worked very well and were very reliable. The average score of 4.06 shows that most people agree that the library always meets quality standards when it provides services. Most people who answered said that digital services meet their needs (mean = 4.10, SD = 0.71). The low standard deviation shows that their answers were very consistent, which means that users are happy with the services. People also think that services are delivered quickly (mean = 4.05, SD = 0.74), and their views are mostly the same and don't change much. People also thought that library services are dependable and trustworthy (mean = 4.08, SD = 0.72). There was a strong agreement because the standard deviation was low. Also, respondents agreed that the services are user-centered (mean = 4.00, SD = 0.78), which means that the library thinks about what users want when it plans its services. The standard deviation is a little higher, which means that perceptions can vary and there is room for more personalization. People also thought that digital services were dependable and of high quality (mean = 4.02, SD = 0.76), with only small differences in how they used them. The mean score for overall service quality was the highest (mean = 4.12, SD = 0.70). This shows that everyone was happy with the services and that everyone agreed on the score. Most people think the service is very good, with an average score of 4.06. The people who took the survey really care about how reliable, fast, and high-quality digital services are. Library services are mostly the same and focused on the user, but if they put more emphasis on personalization and responsiveness, users might be even happier and library services might be even better overall.

Table 9: Respondents opinion on User Satisfaction (US)

Sl. No	Variable	Mean	SD
1	Satisfaction with digital resources	4.08	0.73
2	Satisfaction with staff support	4.02	0.76
3	Satisfaction with access facilities	4.05	0.74
4	Satisfaction with training programs	3.98	0.8
5	Overall satisfaction with library	4.1	0.7
	Overall Mean	4.05	—

Table 9 shows the results of the user satisfaction survey. Most people were very happy with the digital library services and support. The mean score of 4.05 shows that most people agree that they are happy with the library's resources, services, and facilities. The mean score of 4.08 and the standard deviation of 0.73 for satisfaction with digital resources showed that people were very happy with how easy it was to find and use these resources. The low SD means that most users have good things to say. The average answer to the question about how happy users are with staff support (mean = 4.02, SD = 0.76) shows that they are happy with the help and advice they get from library staff. The moderate SD shows that users have slightly different experiences. The average score for Satisfaction with access facilities was 4.05, with a standard deviation of 0.74. This means that people agreed that access facilities, like digital platforms and infrastructure, are

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good enough. The low SD means that the answers are very similar. The mean score of 3.98 and the standard deviation of 0.80 for the question about satisfaction with training programs showed that people were happy with them. The mean and SD for this variable were the lowest in the group. People like training programs, but they could be better at reaching more people or getting better results. People think that user satisfaction is high and good because the average is 4.05. People are especially happy with how well the library works and the digital resources. But users might be even happier if training programs got better and staff support and access to facilities kept getting better.

Table 10: Respondents opinion on Perceived Library Effectiveness (PLE)

Sl. No	Variable	Mean	SD
1	Library supports academic success	4.12	0.69
2	Digital initiatives improve effectiveness	4.1	0.71
3	Library meets user expectations	4.05	0.74
4	Library adapts well to digital change	4.08	0.72
5	Overall library performance is effective	4.15	0.68
	Overall Mean	4.1	—

Table 10 shows the answers to the question about how people thought the library was working (PLE). The table shows the answers to the question, "Does the library help with academic success?" (Mean = 4.12, SD = 0.69). It is clear that the people who answered strongly believe that the library is very important for doing well in school. The answers were very consistent because the standard deviation is low. This means that most people think the library is helpful for schoolwork. The table shows the mean (4.10) and standard deviation (0.71) of the answers to the question "Do digital initiatives make things work better?" It shows that libraries are more effective when they have digital projects, like automation systems and access to electronic resources. The low standard deviation shows that the people who answered the question have similar ideas about how useful digital transformation efforts are. The table shows the answers to the question "Does the Library Meet User Expectations?" (Mean = 4.05, SD = 0.74). Most of the people who answered said that the library meets their needs in terms of service quality, resource availability, and how well it runs. The standard deviation shows that the answers are not all the same, but the overall impression is still very good. The average answer to "Library Adapts Well to Digital Change" was 4.08, with a standard deviation of 0.72. People think the library is adaptable and can keep up with new technologies and digital advancements. The fact that the answers are spread out fairly evenly shows that everyone agrees that the institution can change. The table shows that the mean score for Overall Library Performance is good (mean = 4.15, SD = 0.68). This was the highest average score of all the PLE indicators, which shows that people have a lot of faith in how well the library works and how well it performs overall. The low standard deviation also shows that most of the people who answered the question agreed with each other. The average score for Perceived Library Effectiveness is 4.10, which is very high. The results show that the library is well-known for

helping students do well in school, being proactive about digital projects, and doing well overall. In general, these results show that in today's digital world, the library is much more useful when it has a plan, uses technology, and keeps the quality of service high.

6. Findings

The current study investigated the perceived effectiveness of strategic library management in the digital age across multiple dimensions.

- ❖ The average score of 4.06 shows that the people who answered the question have a good opinion of strategic planning. The most important things were having clear strategic goals (Mean = 4.12) and making services work better (Mean = 4.10). This shows that libraries have a clear plan that fits with the goals of the institution. But the mean for periodic review of strategies (mean = 3.98) is lower than the mean for other types of reviews, and there is more variation. This means that the mechanisms for monitoring and evaluation are not as strong. This shows that systematic review processes need to be improved so that they can keep getting better and be able to change their plans.
- ❖ The research revealed that technology integration was the paramount factor, yielding an overall mean of 4.15. Respondents gave technology a high score for making service better (Mean = 4.22) and making digital integration easier (Mean = 4.20). This shows that digital transformation projects are working. The average score for keeping up with new technologies is a little lower (mean = 4.05), but this shows how important it is to keep coming up with new ideas and quickly use new technologies.
- ❖ The average score for digital infrastructure (3.97) was the lowest of all the areas studied. It was found that two areas that could use some work were internet reliability (mean = 3.95) and power backup facilities (mean = 3.92). These results suggest that there are issues with the infrastructure that could make it harder to provide digital services smoothly. This means that schools will have to spend more money and make their infrastructure better.
- ❖ The general opinion of E-Resource Availability was very good (Mean = 4.06), especially when it came to helping with research activities (Mean = 4.12). This shows that digital collections are very important for academic and scholarly engagement. The mean score for subject-wise coverage (4.00) shows that there may not be enough resources for some subjects. This means that collection development strategies need to be more balanced and complete.
- ❖ Digital Resource Accessibility received a mostly good review (overall mean = 4.02). Even though this was a good review, access speed (mean = 3.98) and few technical problems (mean = 3.95) got lower scores. These results show that there can be problems with performance that make users feel bad about the system. They also say that the system needs to be more stable and have more bandwidth.
- ❖ The average score for staff competence was 4.01, which is a good score. Giving correct information got the highest score (mean = 4.08), which shows that the service is trustworthy and works well. Regular updates to staff skills (mean = 3.95), on the other

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hand, got lower ratings. This shows how important it is to have structured and ongoing professional development programs.

- ❖ The average score for user training programs was 4.00, which means they are good at helping people get the most out of digital tools. People really liked how well the training worked (mean = 4.05). But orientation programs (mean = 3.95) and the quality of training materials (mean = 3.98) show that the best way to make a difference is to change the number of times and the way they are taught.
- ❖ Service Quality (Mean = 4.06) and User Satisfaction (Mean = 4.05) show that people are very happy with the digital services, the system's dependability, and how well it works overall. However, people were less satisfied with training services alone (mean = 3.98) than with other services, which suggests that making user education programs better could make people even happier overall.
- ❖ A mean score of 4.10 for perceived library effectiveness shows that users think the library is a big help for academic success and that it can keep up with changes in technology. The library's overall performance got the highest individual score (mean = 4.15), which shows that it has a positive effect on the institution and is strategically important in the digital age.
- ❖ To sum up, the study's findings show that strategic orientation, technology integration, service quality, and overall effectiveness are all very good. To keep high standards in digital library management, though, things like reliable infrastructure, ongoing technological innovation, systematic review mechanisms, and structured professional development need to get better.

7. Suggestions

- ❖ To make sure they are always on track with their goals, libraries should include regular strategic evaluations and systematic performance audits in their normal operations. Strategic planning will be easier to change, more open, and more accountable if you add structured feedback systems. Organizations will be able to make decisions based on facts and keep getting better over time if they set up formal monitoring systems.
- ❖ To avoid technical problems, you need to increase the internet's bandwidth, make sure the servers are stable and fast, and improve the backup power systems. Investing in strong digital infrastructure will make it easier for people to use electronic resources and get services without any problems.
- ❖ Libraries should put a lot of money into new technologies like AI-based discovery systems, advanced automation tools, and cloud-based service platforms that will last for a long time. These kinds of projects will help keep technology up to date, make operations run more smoothly, and get users more involved in a digital world that is always changing.
- ❖ Regular resource gap analyses should be done to find gaps in coverage for specific disciplines. A well-thought-out and up-to-date plan for building collections will make sure that all subject areas have fair access to high-quality academic resources.

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- ❖ Digital platforms need to be better so that they load faster and work better in general. Regular system upgrades, proactive IT maintenance, and preventive troubleshooting are the best ways to keep systems stable and cut down on downtime.
- ❖ To help staff improve their skills, there should be structured professional development programs like certification courses, regular training sessions, and workshops. If library professionals keep learning new things, they will be able to handle changing digital systems and give users great support.
- ❖ There should be more user education programs that cover more ground. There may be more orientation sessions, and the training materials should be updated to include interactive modules, multimedia elements, and tutorials that are either blended or fully online to meet the needs of all types of learners.
- ❖ Libraries should use personalized service models, real-time virtual help (like chat-based support), and user analytics tools to learn more about how users behave and what they like. These new ideas that put the user first will make the quality of service and overall happiness even better.

8. Conclusion

The study found that the library does a great job with strategic planning, using technology, service quality, and how effective it seems to be. People who use the library say that it has helped them do well in school and with the digital transformation. The best thing about the company is how well it uses technology, and the worst things are its digital infrastructure and technical stability. There are high levels of user satisfaction and perceived effectiveness, which shows that the library is doing a good job of aligning its strategic vision with the goals of the institution and the needs of its users. To stay competitive and make sure that the digital academic environment continues to work well in the long term, however, it is important to keep investing in infrastructure, staff development, training programs, and new technologies. In conclusion, the library is doing well in the digital age, but to keep up the good work and make the institution's overall impact even better, it will need to keep getting better and be proactive in its strategic management.

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