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**Atıf Künyesi | Citation Info**

Agamirzayev, A., Seyidli (Guliyeva), N. (2024). Characteristics of Marketing Activities of Non-Profit Entities (Advertising and Pr in Scientific Libraries). *Akademik Tarih ve Düşünce Dergisi*, 11 (1), 621-627.

**Characteristics of Marketing Activities of Non-Profit Entities  
(Advertising and Pr in Scientific Libraries)**

**Abstract**

*Non-profit activities, depending on their nature, engage in advertising activities and do not pursue profit-making purposes in this activity. This approach gives rise to different thoughts for state educational institutions, cultural institutions and libraries. When organizing the activities of libraries, completely different methods and forms are used depending on their type and type. In recent years, depending on its goals and objectives, the library has begun to widely use modern PR technologies in organizing its work. Higher education libraries express their function as a research library in different ways. In the article we analyze the activities of leading scientific and university libraries and try to determine the general aspects of the organization of PR activities in these types of libraries. An attempt has been made to formulate a scientific-experimental model with the aim of obtaining modern PR effects through the use of both traditional and modern technologies.*

**Keywords:** *PR marketing, PR in libraries, branding in the information space, non-profit activities, training of specialists*

## Kar Amacı Gütmeyen Kuruluşların Pazarlama Faaliyetlerinin Özellikleri (Bilimsel Kütüphanelerde Reklam ve Tanıtım)

### Öz

*Kâr amacı gütmeyen faaliyetler, niteliklerine bağlı olarak, reklam faaliyetlerinde bulunurlar ve bu faaliyette kâr amacı gütmazler. Bu yaklaşım devlet eğitim kurumları, kültür kurumları ve kütüphaneler için farklı düşüncelerin ortaya çıkmasına neden olmaktadır. Kütüphanelerin faaliyetleri düzenlenirken türüne ve çeşidine bağlı olarak tamamen farklı yöntem ve biçimler kullanılmaktadır. Son yıllarda, amaç ve hedeflerine bağlı olarak, kütüphane çalışmalarını organize ederken modern halkla ilişkiler teknolojilerini yaygın olarak kullanmaya başlamıştır. Yükseköğretim kütüphaneleri, araştırma kütüphanesi olarak işlevlerini farklı şekillerde ifade ederler. Bu makalede, önde gelen bilim ve üniversite kütüphanelerinin faaliyetleri analiz edilmiş ve bu tür kütüphanelerde halkla ilişkiler faaliyetlerinin organizasyonunun genel yönleri belirlenmeye çalışılmıştır. Hem geleneksel hem de modern teknolojilerin kullanımı yoluyla modern halkla ilişkiler etkileri elde etmek amacıyla bilimsel-deneysel bir model formüle edilmeye çalışılmıştır.*

**Anahtar Kelimeler:** *Halkla ilişkiler pazarlaması, kütüphanelerde halkla ilişkiler, bilgi alanında markalaşma, kar amacı gütmeyen faaliyetler, uzmanların eğitimi*

### Introduction

The scope of public relations - the professional knowledge of libraries in the field of active public relations in the Republic of Azerbaijan has manifested itself in the last twenty years, and their specific practical activities have manifested themselves in the last ten years. During the Soviet era, libraries were presented as an institution of ideological propaganda, and many equate this with the system of public relations, since library experience contains a lot of material in this area (Agamirzaev & Kazimi, 2023). But if we approach the problem beyond this concept, our attention is drawn to serious research by famous marketers in the world (Agamirzaev & Seidli, 2023). Public relations has become a productive process of news production in the media. It has become the public relations industry. This field is vast and is currently developing rapidly. Despite the breadth of its activities, public relations functions are mainly performed behind the scenes. Thus, effectively organized PR work forms and strengthens public solidarity. Although these activities are often confused with advertising and news, PR is significantly different. What is the public relations industry? To do this, let's try to describe the modern meaning and role of public relations. In recent decades, the process of transition to a new information society – the knowledge society – has been expanding in the world. In such a society, the role of scientific libraries as information

centers increases. The field of public relations (PR) is one of the most dynamically developing fields in the world. Understanding the need to improve the forms and methods of library work, we can take a closer look at foreign experience and incorporate it into the library environment of Azerbaijan. The use of PR measures in library practice is still relevant today, since “today, the use of public relations in knowledge and creative practice is perhaps more necessary for Azerbaijani libraries than any other area of management.” The purpose of this study is to explore and present one of the new areas of activity of academic libraries - the practice of public relations, which is rapidly expanding.

The French scientist Descartes said that defining a term is the easiest way to avoid many misunderstandings. The range of opinions regarding the definition of the subject of “public relations” is very diverse. The famous American researcher Rex F. Harlow noted more than five hundred definitions collected in the specialized literature since the beginning of the 20th century. We will focus on just a few. Some authors describe PR as “planned and executed efforts aimed at establishing and maintaining friendly relations between an organization and its public”; Others believe that PR is “a planned effort to influence public opinion through favorable attitudes and responsible actions based on mutually acceptable two-way communication”; Others define PR as “the science and art of building mutual understanding and goodwill among the public of an individual, firm or institution.” (Kazimi, 2017). Taking into account the above definitions, in our PR activities we follow the classification of B. Usherwood, tested at the Ural State University (Ural State University) (Kazimi, 2011). One of the fundamental principles of organizing our work in the field of public relations is “widespread information about the activities of the library as a whole and its individual divisions.” In a number of leading university libraries, the main role in the field of public relations is played by the reference and bibliographic department and the mass work sector that exists on the basis of this department. PR activities are carried out in three areas: closely related and complementary scientific information services and image formation.

The scientific direction is represented by publications in collections and almanacs, participation in scientific conferences. Participation of the management of a scientific library in local, regional and international scientific and practical conferences “Information and bibliographic activities of a university library,” as well as reports and speeches published in the conference collection, are factors that serve the image of the institution. and enhance your reputation through public relations. The reports present the experience of the library's reference and bibliographic

department in the field of collecting and systematizing local history material: the formation of thematic folders with newspaper materials related to history, culture, economics, ecology, education, library newspapers with materials for anniversaries and memorable dates. directions. The library's reputation is enhanced by the library's participation in intra-university and regional scientific and practical conferences. For example, a research library director, department director, or research library director speaking on historical events or historical figures at local, regional and international conferences enhances the reputation of a research library in the wider scientific and cultural space. There is no doubt that libraries that create such an image gain access to funding for many projects.

A number of university libraries organize exhibitions of rare publications and attract the attention of various event participants to the rare collection of the library (Kazimi & Guliyeva, 2023). Libraries organizing such exhibitions can create a serious PR effect by presenting the rich and monumental features of their collection. Of course, this direction of activity is due to the monumental function of libraries. Not all libraries have such capabilities. Scientific libraries that do not have rare copies or ancient manuscripts in their collections can attract funds from central libraries to conduct such events. Of course, the nature of the upcoming event and the level of professionalism of the exhibition will ultimately show the professionalism of the scientific library, as well as the level of its image.

### **1. Scientific Modeling**

There are many information areas in the PR activities of scientific libraries. Because it can fundamentally combine four information flows.

1. The first stream is information about the library on the official website of the university and on social networks. Reviews of new literature are necessarily presented on these resources with a large information capacity: books, special periodicals and “thick literary magazines”; a block of news about the life of the library, exhibitions in different sections of the library and other events; information about significant dates, etc. d. Projects implemented jointly with library and IT specialists - “Digital Environment”, “Information School”, “Information Culture” - can have wide success (Oqlu, 2021).
2. The second flow of information is the promotion of scientific library collections in the city and republican press and university newspaper, through internal media. Research libraries regularly participate in this platform and take a systematic approach (Kazimi & Aliyeva, 2019).

3. The third information flow can be news from monitoring the differentiated service zone of the university's scientific library. The news "Today we served 3 thousand readers..." (Kazimi & Guliyeva, 2022).
4. creates unexpected content about the library. Although the increase in the workload of university libraries with the beginning of the academic year is a temporary difficulty, the dissemination of this news affects the formation of the image (Kazimi & Gurbanov, 2022).
5. The fourth stream of information is the release of booklets, selective bibliographies and various publications. This type of information service for academic libraries is not new (Kazimi, 2021).

There is a wide range of technical options for building strong relationships with readers. Convenience of registration, time to receive and respond to requests, completeness of service, compliance with ethical standards and the academic level of communication with readers are factors influencing the image of the library. The formation of a positive image of the library is influenced by the uniform of library staff, library design, and interior. The library combines cleanliness, comfort, and appropriate furnishings with new information technologies. Visitors are offered networked computers with Internet access. Users are given the opportunity to work in a text editor, print, scan, burn data to CDs, and make copies. Service providers should also try to make literature distribution points as convenient as possible. Users are provided with furniture and appropriate equipment, and a properly designed lighting system. In university libraries, one of the interesting methods is the promotion of "advanced personnel" through blogging activities. Since leading library employees are active in all areas of the library's activities, through blogging activities they can become a PR tribune for the library. In addition to being a library blogger, he can become a publicist on cutting-edge activities and gain insight into public perceptions of service industry weaknesses.

### **Conclusion**

According to J. Gröning, PR is the management of communication between an organization and its public, in which employees must know their client "by sight" in order to successfully sell their services. Accordingly, many library PR projects should begin with the study of public opinion polls. Thus, in order to improve the work of the photocopying service in the scientific library, a survey was conducted among users who are more likely to use this type of library services. The results obtained help to identify weaknesses in the service and eliminate the problems that caused them; future activities to develop copying can be identified (Kunanets, Dobrovolska, Filippova,

Parviz, Lypak, Duda, & Dubrovina, 2020). Within the framework of library and bibliographic classes, excursions of first-year students to the library, the activities of the newly elected scientific library council, cultural and educational work, and information support for scientific and practical conferences of the academy can also be considered. All these approaches are activities aimed at creating a positive image of a scientific library.

PR events make it possible to “obscure” the weakest aspects of the activities of a scientific library and create the opportunity to most adequately reflect the daily work of a certain library team, increase the popularity of the library, and attract more and more readers to it. The above allows us to conclude that PR events in the university library are promising areas of work and will be actively used in the future (Kazimi, 2011).

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