

# *On the Management Strategy of Innovative Library Lending Service in the New Era*

**Guo Li**

*Xi'an Aeronautical Polytechnic Institute, Shaanxi Xi'an, 710089*

**Keywords:** *library; lending service management; new era; strategy*

**Abstract:** Library lending service system is the core of library work. With the advent of the information age, the traditional library lending service system cannot be convenient, efficient and fast to provide users with quality services. In the new era, people call for an innovative library lending service management system, for which people should keep pace with the times, constantly optimize the reading environment, and make full use of large databases to establish rich reading resources, so as to improve the satisfaction of users. This paper analyzes the main problems existing in the current library lending service, expounds the basic strategy of realizing the library's innovative lending service management, aims to promote the public library to digitalization and modernization, and provide more reading resources and better service to the public.

## **1. Introduction**

Building a socialist culture with Chinese characteristics requires us to actively develop public library business and improve the good medium for the public to improve moral and cultural cultivation and their own quality. However, the advent of the era of electronic reading has greatly impacted the traditional public library services, online browsing and WeChat public account reading has become the main way for the public to obtain information and access relevant information, resulting in a significant decline in the number of loans and the number of visitors of social public libraries. This shows that public libraries need to undergo a modern transformation to meet the current people's reading expectations. In such a realistic environment, social public libraries need to keep pace with the times, improve their own business level and service awareness, master advanced computer technology to participate in the digital era, actively update the management system, expand the open-shelf service, establish a personalized reader base, so as to improve the library's modern lending service management level. At the same time, the library should play a good guiding role to help learners to establish a "lifelong reading" awareness, guide learners to establish a more scientific and more effective reading mode, for example, how to retrieve and filter information, how to effectively organize and use information to provide constructive advice, so as to help readers improve their reading ability and appreciation level, so that readers can quickly enhance their own value in the fierce modern market competition.

## **2. Main problems existing in the current library's lending service**

At present, there are some practical problems in the management of lending service in China, which leads to the decline of public expectation of public libraries. In order to improve the satisfaction of readers, improve the level of information management and resource utilization of libraries, innovative library lending service concept, public libraries in the new period should overcome their own limitations, improve readers more convenient, quality service, to ensure that our people share the fruits of cultural prosperity.

### **2.1 Unreasonable allocation of resources in libraries**

At present, the library's books and newspapers and magazine resources have problems such as old time, slow renewal speed, small quantity, single type, poor reading environment. Some library's collection resources are not open to the public or charge, and to go to the library also need time-consuming and labor-intensive, considering traffic issues, which increase the cost of reading readers. At the same time, because the collection resources in each library are not effectively integrated, readers can not get all the reading they want in one place, which in turn increases the reader's reading difficulty and time investment. Compared to borrow the required materials in the library, people prefer to search the relevant reading materials at home through the internet platform, network resources not only have a large number of reading resources, but also a large part of the free access, readers only need to download or copy the information they look up. It's easy to operate, convenient and fast and it has an advantage over traditional library lending.

### **2.2 The poor sense of service of library staff**

Nowadays, the staff in the library are generally older, have lower education, only know the basic book lending system operation, and know nothing about the integration and updating of modern information technology and electronic reading information, and can't keep up with the pace of the times to provide readers with the services they need. Specifically, they only understand theoretical knowledge of the traditional book classification and paper books classification, collection and retrieval. They have little contact with digital information resources in the new era, so they can not use the network platform to update and maintain databases, only the collection, reorganization, and sorting of related books. Its service only stays in helping readers to borrow and return books procedures, there is no specialized, personalized service consciousness for the modern reader group, not to mention providing readers with constructive reading guidance. And the lack of enthusiasm in the spiritual level for the relevant industries, so the library staff ignore new technologies and equipment, do not have the awareness of innovation and learning, which makes the library's lending service management is rigid and not developmental.

### **2.3 The imperfect management level of the library**

From the readers' perspective, in today's library open lending environment, Due to the management level and publicity of the book staff is not in place, many of the paper book resources in the library have been damaged or even lost in the course of exhibition, borrowing and browsing. Readers in the usual reading process also often appear misplaced, disorderly placement and other issues, for the substitute board, they think that is troublesome to use, so that the placement of book become chaotic, which not only increases the workload of managers, but also creates obstacles to subsequent readers' reading. Some readers make books full of oil stains, dust, and some scribble and take notes on borrowed books. Some child readers even tear down the inserts of the book, or push

too hard to cause the book to drop pages, cover off, etc. The phenomenon of book theft also frequently occurs, making the number of book and magazine resources in the library has decrease, and the precious collection resources get lost. These uncivilized phenomena make the library reading environment confused, reading resources are becoming scarce, if rational means are not adopted in a timely manner, the sustainable development of the library will be greatly threatened.

### **3. Basic strategies of realizing library innovation lending service management**

#### **3.1 Expand the number and reading channels of library's high-quality reading resources**

The achievements of electronic information technology have been widely used in all walks of life, and if libraries want to carry out modern reform and innovation, they also need to actively use advanced computer technology and internet platform. On the number of reading resources, we can use the huge resources of the network database to expand the library's high-quality reading resources, making the collection of books in the library can reflect the cutting-edge scientific and cultural achievements of the times. Libraries can introduce best-selling books, the latest business magazines, the hottest children's books, academic research base of colleges and universities etc. to facilitate readers to access the latest and most complete materials. About the reading platform level, the library can launch e-book resources, reader resources and other search platforms for the public to read. It can also allow readers to read the museum's precious books and general reading books by logging into the account, so that readers can break the limits of time and space to carry out reading activities freely, and also avoid the destruction of paper book resources and the occurrence of disorderly display. Using WeChat Public Account, Microblog and other new media resources to publicize, the very first time to inform readers to obtain their own needs of the book series and activities, improve the visibility of the library and economic benefits, promote the establishment of digital modern library.

#### **3.2 Improve the management mode of library staff and improve the quality of service**

In order to do a good job in the innovation and reform of the library's lending service system, we should strengthen the management training of library staff at first. First, the library should focus on improving the level of information operation of staff, cultivate their courage to innovate, hard-working spirit, encourage them to actively use the modern database resource management system, to achieve the library book management and lending automation. For example, with the help of computer system online processing of borrowing, returning, book reservations and other basic work, to establish the archive information of readers and reading materials, analyze the circulation data of books and grasp the readers' reading interests and book market, etc., so as to better carry out the library's book lending work in the future. Second, the library should improve the staff's service awareness and communication level. By organizing vocational and technical training, conducting lectures, going out to communicate, business competitions and other methods to help library staff master the modern management and service skills of the new era, to make them fully understand the psychology and reading needs of modern readers, so that they can scientifically and effectively assist the readers to search for relevant reading books, answer readers' difficult questions and listen to the readers' opinions on the work of the library. At the same time, libraries should also establish and improve various rules, improve the service attitude, communication level and business level of employees in the work, to help them gradually accumulate perfect knowledge of book management in their daily work, so that they regularly put forward their own views on the book sub-editing, lending and service work, meanwhile to improve their cultural literacy and professional knowledge level.

### 3.3 Strengthen the publicity and education of readers

There are people of all kinds of educational levels in the reader's group, which makes it more difficult to manage the library books and periodicals. Therefore, the library can strengthen the ideological education of readers through the network platform publicity, reading society promotion, distribution of educational information leaflets and so on, so that they can master the scientific methods of material retrieval and screening methods, introduce the nature, distribution and service content of the library collection, and inform the readers of the relevant work system and management regulations. At the same time, the library should arrange the relevant staff to carry out inspection and supervision, strict censorship of borrowed books, installation and monitoring, and establish the damage compensation system. In the ordinary book management work, staff can put more sub-divider, distinctive signs at the bookshelf, in order to save the reader's search time, avoid the phenomenon of irregular book release, cultivate the borrower's good lending habits.

### 4. Conclusion

To sum up, the library is an important place for the implementation of education for all and cultural communication, which is related to the comprehensive quality of all the people. In order to innovate the library's lending service management system in the new period, the library needs to encourage the staff to actively sum up the past work experience, learn advanced electronic equipment and computer technology, consolidate their own sense of service and ability, so that they can think of what the masses think, and help the masses solve various problems in the process of lending books and periodicals in a timely manner. At the same time, the library should also open up the corresponding network reading platform, establish a better quality, covering a wider range of reading resources database, integrate the resource advantages of different libraries, to create convenient reading conditions and reading environment for readers. Libraries should reform and innovate according to their own characteristics, clarify management objectives, implement the relevant systems, and move forward towards the establishment of digital electronic library management service system.

### References

- [1] Hu Ming. Discussion on the management strategy of library lending service under the new situation [J]. *Forum of hundreds of academic thoughts* 2018, (03).
- [2] Yang Lijuan. An analysis of the management of library lending service under the new situation [J]. *Da Qing Social Sciences* 2016, (194).
- [3] Jin Jin. An innovative discussion of library lending service in the environment of big data [J]. *Education Modernization* 2015, (07).
- [4] Huang Mei. On the open shelves reading of university libraries [J]. *Journal of HeFei University of Technology* 2012, 16(03).