عنوان فارسی مقاله:
عوامل موثر بر شیوه های مدیریت ارتباط با مشتری در کتابخانه های دانشگاهی تایلند

عنوان انگلیسی مقاله:
Factors affecting customer relationship management practices in Thai academic libraries
Conclusions and discussions

The nature of Thai academic libraries presently has significantly changed due to the impact from the advancement of information technology and communication, economic competitiveness and educational marketing, production and dissemination of technical knowledge, and people’s learning behaviors. All of these necessitate academic libraries to become aware of various challenges and make organizational adjustments in order to keep pace with the changes. Library visions and administration have to be refocused with an emphasis placed on customers or users. A library is a service organization and as such, its existence depends on service quality and customer satisfaction. It is observed that in academic library quality accreditation, notwithstanding whether it is based on Thai or foreign criteria such as LibQUAL+, importance is placed on service quality and customer satisfaction which affects the overall quality implementation (CHE, 2001; Green & Kyllidou, 2011).