

Image management for information professionals in academic libraries: a case study of Mount Kenya University.

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Abstract

Image management is the key to success in any walk of life because it involves ongoing evaluation and better utilization of personal resources. In this paper the researcher identified how image management is applied in academic libraries by information professionals, analyzed the benefits, challenges and possible solutions. This study adopted an exploratory research design as it allows problem formulation for more precise investigation or developing the working hypotheses from an operational point of view and major emphasis is put on discovery of ideas and insights. The study targeted six Mount Kenya University campuses which include; Thika campus, Nairobi campus, Nakuru campus, Kisii campus, Eldoret campus and Mombasa campus. A simple random sampling technique was used in arriving at the required sample population for the study whereby a sample size of 20 information professionals were selected from a population of 60 staff members. Questionnaires were administered as a data collection instrument. The study concluded that most libraries do have image management strategies though they do not practice them effectively. The researcher therefore recommended that, it is essential to create a positive first impression, both on personal and professional fronts, by managing one's own image.

KEY WORDS: Image management, Information professionals, academic libraries.