

DEVELOPMENT STRATEGIES FOR LIBRARY AND INFORMATION INSTITUTIONS  
IN THE CONTEXT OF DIGITAL TRANSFORMATION

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**Abstract:** This article analyzes the priority strategies for the development of library and information institutions in the context of digital transformation on a scientific basis. The rapid development of information technologies, the transformation of library services based on artificial intelligence, cloud technologies and digital databases are among the pressing problems. The article also considers the adaptation of modern libraries to the digital ecosystem, the diversification of user needs, effective approaches to managing information resources through the improvement of digital competencies and the introduction of innovative services. In addition, the role of libraries in the digital social environment, strategic directions related to information security, intellectual property protection and the formation of digital culture are scientifically analyzed and discussed in detail.

**Keywords:** digital transformation, library and information institutions, information technologies, artificial intelligence, digital services, information security, innovative strategies, digital culture, intellectual property, user experience.

In today’s rapidly developing information society, digital technologies have a profound impact on all sectors, including library and information institutions. As a result of the rapid development of information and communication technologies, the popularization of the Internet, the introduction of artificial intelligence and digital platforms into everyday life, libraries are gradually transitioning from traditional activities to digital services and modern information systems. This process, namely digital transformation, requires a new approach not only to the organizational structure of library institutions, but also to their relationship with users, forms of providing information resources, and methods of storing and transmitting information.

A modern library is no longer just a place where a collection of books is stored, but also a center of digital knowledge, an interactive information space, and an important social institution serving socio-economic development. This, in turn, creates the need for comprehensive development of library and information institutions, modernization of their infrastructure in line with the requirements of the times, and provision of high-level, customized information services to users. In particular, with the growth of the level of digital literacy in society, users’ demands for libraries are changing, and the need for speed, convenience, remote access, electronic resources, and personalized services is increasing. From this perspective, in-depth analysis of digital transformation processes in the development of library and information institutions, the development of effective strategies in this direction, and their implementation in practice are of urgent importance.

Digital transformation processes have brought new opportunities to the library sector, such as the introduction of innovative technologies, expanding the range of services, personalizing the user experience, and working with electronic information resources. At the same time, this process also requires updating the internal management system of library activities, material and technical base, professional competencies of employees, and approaches to ensuring information security. In this regard, the process of developing development strategies should include several important factors:

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introducing technological innovations, studying advanced foreign experiences, developing innovative programs adapted to national conditions, expanding cooperation networks, and increasing human resources capacity. For the sustainable and effective development of modern libraries at the digital stage, strategic planning based on an integrated approach should be introduced into their activities. This, on the one hand, serves to adapt libraries to the needs of users, and on the other hand, helps to form them as an integral part of the global information space.

In the current environment, the success of library and information institutions is largely dependent on their development strategy, and the development of these strategies relies on specific methodologies, best practices, and deep mastery of modern technologies. The development strategy implies not only the technical growth of the library over a certain period of time, but also a number of priority areas, such as increasing its social significance, improving the system of user-oriented services, ensuring the quality and availability of information resources. In particular, the adaptation of innovative achievements such as artificial intelligence, big data, and blockchain technology to the library sector is recognized as effective mechanisms for development.

In addition, such important aspects as the transition to a modern management model for developing digital strategies in the library system, the use of analytical approaches to identifying user needs, increasing human resources capacity, and strengthening institutional partnerships should not be overlooked. After all, the digital development of each library should not be based on a ready-made template, but on strategic solutions tailored to its social tasks, financial capabilities, technical capabilities, and the characteristics of its user audience. In the context of digital transformation, comprehensive and phased strategies are needed to develop library and information institutions. Such a strategic approach includes several main areas.

In particular:

Firstly, the modernization of the digital infrastructure of libraries is of great importance. This process requires equipping libraries with technical means such as high-speed Internet, modern servers, cloud technologies, information security systems, digital screens, scanners, RFID systems. Updating the technical base serves as the basis for the effective operation of information resources.

Secondly, it is necessary to digitize library funds and form a database of electronic resources. In this regard, it is urgent to gradually digitize traditional library materials (books, journals, dissertations, etc.), place them in full-text electronic databases and make them openly available to users. In addition, establishing integration with international electronic library platforms is also an important task.

Third, the development of digital services and online platforms is important. Today, users expect to access information quickly and conveniently, so it is necessary to provide library services through websites, mobile applications and social networks. It is also necessary to create access to library resources from anywhere by expanding remote access capabilities. Virtual assistance services, such as chatbots or online consultations, are effective tools for providing quick responses and guidance to users. In addition, services such as electronic document delivery (EDD) serve to transform the library into a more convenient and modern information center. This direction is an important component of the digital transformation process and marks a new stage in the activities of library and information institutions.

Fourth, special attention should be paid to improving the digital competencies of librarians. The ability to effectively use modern digital technologies, ensure information security, analyze and manage data, and use the capabilities of artificial intelligence play an important role in the professional activities of library staff. Therefore, it is necessary to organize regular training programs,

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seminars, and trainings for librarians. This will ensure their constant updating of knowledge and skills and rapid adaptation to changes in the modern information space. As a result, personnel with digital competencies can become the main force serving the innovative development of the library.

Fifth, it is necessary to create a system of services focused on user needs. This includes adapting services to age categories, social groups, and their interests in information, creating individual recommendation systems (recommendation algorithms), personal accounts, and interactive services. Online training programs to improve digital literacy also play an important role.

Sixth, the introduction of innovative technologies into library activities is a requirement of the time. In today's digital era, the use of artificial intelligence, big data analysis (Big Data), blockchain technologies, augmented and virtual reality (AR/VR), as well as chatbots and voice search systems provide fast and efficient access to information in libraries. These innovations allow for the creation of interactive and personalized services tailored to the needs of users, while playing a major role in automating and optimizing library processes. The active introduction of innovative technologies serves to strengthen the position of the library as a modern information center.

Seventh, strengthening cooperation and networking between libraries is another important direction of the strategy. Establishing information cooperation with local and international libraries, research institutions, and publishers, sharing resources, and forming consortia serve to effectively organize this process.

Eighth, it is necessary to develop mechanisms for ensuring information security and protecting intellectual property in the digital environment. This process includes reliable protection of users' personal data, encryption of library databases and the introduction of security protocols. It is also important to strictly adhere to the terms of the license when using electronic resources and protect copyright. Ensuring information security not only strengthens the trust of users, but also guarantees the legitimacy and stability of library activities. Therefore, special attention should be paid to security and legal aspects in the process of digital transformation.

With the successful implementation of these strategies, libraries will become not only a source of information, but also centers serving social and cultural development. Continuous improvement of digital transformation processes will ensure the sustainable development of libraries based on modern requirements, and will allow users to provide more high-quality, fast and convenient services. As a result, library and information institutions play an important role in developing the digital culture of society and forming a knowledge-based economy.

Thus, strategies for the development of library and information institutions in the context of digital transformation are an important guarantee of creating innovative and sustainable systems that meet the requirements of the time. The implementation of these strategic approaches will determine the future development path of libraries and turn them into new generation information centers.

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