**การประชาสัมพันธ์ละการสื่อสารของสำนักหอสมุด มหาวิทยาลัยแม่โจ้**

สำนักหอสมุด มหาวิทยาลัยแม่โจ้ มีภารกิจหลักในการทำหน้าที่เป็นแหล่งกลางในการให้บริการสารสนเทศของมหาวิทยาลัย เพื่อส่งเสริมสนับสนุนการเรียนการสอนตามหลักสูตรของมหาวิทยาลัย และเป็นแหล่งค้นคว้าเพิ่มเติมนอกชั้นเรียน ตลอดจนเป็นหน่วยงานที่ให้บริการสนับสนุนการค้นคว้าวิจัย ได้มีพัฒนาการความก้าวหน้าขององค์กรที่ดีตลอดระยะเวลาอันยาวนาน มีการนำเอาเทคโนโลยีสมัยใหม่เข้ามาใช้เพื่อเพิ่มประสิทธิภาพการให้บริการทั้งด้านการจัดทำฐานข้อมูลเพื่อการค้นคว้า การจัดทำฐานข้อมูลดิจิทัล การให้บริการสื่อในระบบ Video on Demand การให้บริการยืม-คืนด้วยระบบเทคโนโลยีสารสนเทศ ระบบการสืบค้นฐานข้อมูลแบบ Single Search เป็นต้น

สำนักหอสมุด ได้ให้การบริการเพื่อส่งเสริมการเรียนรู้และวิจัย เพื่อให้ผู้ใช้บริการได้รับข้อมูลข่าวสารหรือสารสนเทศที่ให้บริการทั้งในห้องสมุดและข้อมูลจากแหล่งต่าง ๆ ทั่วโลก โดยมีการบริการต่าง ๆ ได้แก่ บริการสืบค้นฐานข้อมูลสารสนเทศ บริการอบรมการสืบค้นฐานข้อมูลสารสนเทศ บริการแนะนำการเขียนเอกสารอ้างอิงและโปรแกรม EndNote รวมทั้งได้จัดจัดกิจกรรม/โครงการต่างๆ เพื่อส่งเสริมการค้นคว้าวิจัย ดังนั้นสำนักหอสมุด จึงได้มีการประชาสัมพันธ์ เพื่อสื่อสารให้ผู้ใช้บริการ ได้แก่ อาจารย์ นักศึกษา บุคลากร ตลอดจนผู้สนใจทั่วไป เพื่อใช้บริการข้อมูลสารสนเทศอย่างกว้างขวางและคุ้มค่ามากที่สุด ซึ่งการประชาสัมพันธ์และการสื่อสารเพื่อแจ้งข้อมูลข่าวสารแก่ผู้ใช้บริการ มีดังนี้

1. หน้าเว็บไซต์สำนักหอสมุด www.library.mju.ac.th และเว็บไซต์ของมหาวิทยาลัย www.mju.ac.th
2. แผ่นพับ ใบปลิว แจกตามคณะ และหน่วยงานภายในมหาวิทยาลัย
3. บอร์ดประชาสัมพันธ์ของห้องสมุด
4. การประชุมโครงการข่ายงานห้องสมุดมหาวิทยาลัยเป็นประจำทุกปี ซึ่งประกอบด้วยผู้แทนจากห้องสมุดคณะและวิทยาเขต จำนวน 9 แห่ง
5. หนังสือเวียนอิเล็กทรอนิกส์ www.e-manage.mju.ac.th
6. Social Media ของสำนักหอสมุด ได้แก่ Facebook Twitter
7. กิจกรรม/โครงการ ได้แก่ การประกวดหนังสั้นเพื่อประชาสัมพันธ์ห้องสมุดใน Youtube
8. หน้าจอคอมพิวเตอร์เพื่อประชาสัมพันธ์ของสำนักหอสมุด (จำนวน 2 จอ)
9. หนังสือบันทึกข้อความเพื่อขอประชาสัมพันธ์ในที่ประชุม Dean Forum
10. ประชาสัมพันธ์ทางวิทยุ FM 95.50 ของมหาวิทยาลัยแม่โจ้
11. การติดป้ายผ้า และป้ายคัทเอาท์ บริเวณมหาวิทยาลัย
12. Ambassador สำนักหอสมุด ไปที่คณะต่าง ๆ เพื่อประชาสัมพันธ์กิจกรรม/โครงการที่จะจัด
13. E-mail Address ของอาจารย์ในมหาวิทยาลัย lecturer@mju.ac.th
14. การจัดอบรม/บรรยายพิเศษ ถ่ายทอดสดทาง www.mjuchannel.mju.ac.th

**หมายเหตุ** การประชาสัมพันธ์ทั้งหมดดังกล่าวนี้ เป็นการประชาสัมพันธ์การบริการห้องสมุด กิจกรรม/โครงการตามความเหมาะสม ตัวอย่างเช่น ถ้าประชาสัมพันธ์การบริการของห้องสมุด จะใช้บริการตามข้อ 1-4 และประชาสัมพันธ์โครงการ/กิจกรรมเพื่อส่งเสริมการอ่าน การค้นคว้าวิจัย จะใช้บริการตามข้อ 1-14

**ผลงานตีพิมพ์ในวารสารระดับนานาชาติ ฐานข้อมูล ISI Web of Science เดือนกันยายน 2014- พฤษภาคม 2015**

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| 3 | Influence of tropical plant sources containing plant secondary compound on rumen fermentation using in vitro gas fermentation technique  By: Norrapoke, Thitima; Wanapat, Metha; Foiklang, Suban  INDIAN JOURNAL OF ANIMAL SCIENCES Volume: 84 Issue: 9 Pages: 1004-1010 Published: SEP 2014 | 0 |
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**ผลงานตีพิมพ์ในวารสารระดับนานาชาติ ฐานข้อมูล Scopus เดือนกันยายน 2014- พฤษภาคม 2015**

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| 4 | Maejo International Journal of Science and Technology Volume 9, Issue 1, 13 March 2015, Pages 54-63 Influence of drying method on drying kinetics and qualities of longan fruit leather (Article) Jaturonglumlert, S.a , Varith, J.a, Kiatsiriroat, T.b  a Division of Food Engineering, Maejo University, Chiang Mai, Thailand  b Department of Mechanical Engineering, Chiang Mai University, Chiang Mai, Thailand | 0 |
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