

JOB MOTIVATION OF LIBRARY PROFESSIONALS WORKING IN UNIVERSITY LIBRARIES

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ABSTRACT

The purpose of the current study was to find out level of motivation of library professionals with the work environment, top management, sense of belonging and genuine demands in the university libraries of Jammu and Kashmir. The questionnaire was used as a data collection instrument. The questionnaire was distributed among all the library professionals and IT professionals working in the central as well as departmental/ seminar Libraries of the universities of Jammu and Kashmir State. The total questionnaire was distributed among the 130 professionals out of which 112 responded. The study shows the majority of the professionals are of the opinion that most of the genuine demands are fulfilled by our institutions. Top management must listen to opinion of the professionals and if they feel that the professionals have given good opinion, they must accept it and implement it on ground. By this, the level of self confidence of the professionals will increase

Key words: Motivation, University Libraries, Professionals, J&K

1. INTRODUCTION

Modern libraries are not merely meeting house of information and knowledge to the society. The management of library staff is itself an important task. All staff should have a clear understanding of the policy of the library service, well- defined duties and responsibilities, properly regulated conditions of employment and salaries that are competitive with other similar jobs **Sharma (2012)**.

Human resource is a collective term for all the people employed by an organization, agency, or institution. Also, the administrative department is responsible for matters about employment (hiring, evaluation, promotion, termination, etc). Large independent libraries and Library system have their own human resources office. Libraries that function as a unit within the larger organization may rely on the parent organization for such services **(Reitz, 2004)**

Human resource management is concerned with people in the organization and is increasingly practiced to refer to the philosophy, policies, procedures, and practices related to the welfare of the people within the organizations **(Aquinas, 2009)**.

Motivation is an important factor which drives the employee to work more with the institution dedicatedly and subsequently. Some issues of the employees shall be addressed by the management regarding incentives, rewards, bonuses so that these factors help the employee to show more productivity towards organization.

2. REVIEW OF LITERATURE

Zhu (2013) reports a study on the physical office environment. The researcher concluded in his study that it is critical to have an efficient physical office environment in technical services to support all those changes. Since technical services librarians and staff spend most of their work time in technical services, it is critical to have a satisfying physical office environment so that they can achieve high levels of productivity, efficiency, privacy, and job satisfaction.

Smith and Galbraith (2012) reveal in the study that recruiting, retaining, and motivating younger library staff. The survey reveals that many library managers do not think they can provide competitive wages or pay hikes to millennial staff in order to motivate them. Due to budget limitations brought on by the recession, many libraries find it difficult to hire millennials, whether as student staff or young professionals, just based on wages.

Rodrigues and Gowda (2011) conduct a study of the organisational climate in professional college libraries and information centres in Mangalore City. The study reveals that although the professional colleges' organisational climate is generally positive, there is still a significant need for improvement.

The physical amenities offered are one of the areas where the library staff expects something concrete from the management side. These include amenities like cabins, technical workstations, seating areas, telephone services, a sufficient number of computers, internet access, and amenities like tea service, lunch arrangements, support for children's academic endeavours, housing facilities, transportation facilities, and medical benefits.

Mallaiah and Yadapadithaya (2009) report that the higher the sense of personal worth provided by the work itself, the greater the potential of motivating the employees in trinsically and getting superior work performance. Every library professional has a powerful motivational fuse which should be plugged in timely and appropriately. Proper management of their intrinsic expectations (of course hidden or subtle in nature) will definitely go a long way in enhancing the perceived level of intrinsic satisfaction. This would enable them to put forward physical, mental, intellectual, social and spiritual efforts to turn out superior work performance.

Tella, Ayeni and Popoola (2007) reveal in the study that a correlation exists between perceived motivation, job satisfaction, and commitment, although correlation between motivation and commitment was negative. No difference was observed in the perceived motivation of professional and non-professional library personnel. Moreover, findings also show that differences exist in the job satisfaction of library personnel in academic and research libraries, and that no relationship exists in the organizational commitment of library personnel based on their years of experience.

1. OBJECTIVES OF STUDY

- i. To analyze the level of job motivation among the Library professionals
- ii. To examine the perception of library professionals working in the university libraries regarding job motivation

2. SCOPE OF STUDY

The library & Information professionals working in the University libraries taken in to consideration for the study. The scope of the study is limited to select universities of the Jammu & Kashmir Region.

3. METHODOLOGY

Questionnaire was used as a data collection instrument. The questionnaire was distributed among all the library professionals and IT professionals working in the central as well as departmental/ seminar Libraries of the following universities of Jammu and Kashmir State. The total questionnaire distributed among the 130 professionals out of which 112 responded.

1. University of Kashmir
2. University of Jammu
3. Sher-e- Kashmir University of Agricultural Sciences of Kashmir, SKUAST (K)
4. Sher-e- Kashmir University of Agricultural Sciences of Jammu,SKUAST(J)

4.DATA ANALYSIS

Demographic data

1. University wise data

Majority of the professionals 49 (43.75 %)are working in the University of Kashmirand is followed by the University of Jammu 46 (41.07 %)both are the oldest universities of J&K State.

However, 11 (9.82 %) are from SKUAST-K and the remaining 6 (5.35%) professionals are from SKUAST-J. (Table 1)

Table1: University-wise number of Professionals

S. No	University	N	Percentage
1	University of Kashmir	49	43.75
2	University of Jammu	46	41.07
3	SKUAST-K	11	9.82
4	SKUAST-J	6	5.35

2. Profession wise data

The professional information of the respondents show that out of 112 respondents the healthy 105 (93.75%) are Library and Information Science (LIS) professionals while the remaining 7 (6.25 %) are Information Technology (IT) professionals.(Table 2)

Table 2: Profession-wise number of respondents

S. No	Profession	N	Percentage
a.	LIS Professional	105	93.75
b.	I.T Professional	7	6.25

3. Gender

The data shows that maximum professionals 71 (63.3%) are female while the remaining 41 (36.6 %) are male. (Table 3)

Table 3: Gender-wise number of respondents

S. No	Gender	N	Percentage
a.	Male	41	36.60
b.	Female	71	63.30

4. Working Experience

A healthy number of professionals 30 (26.79 %) have working experience of more than 20 years, while 27 (24.10%) have working experience of 10-15 years. It was also observed that 25 (22.32%) professionals have working experience of 5-10 years whereas only 16 (14.28%) have a working experience of 0-5 years and 14 (12.5%) professionals have experience of 15-20 years. (Table 4)

Table 4: Working experience-wise number of respondents

S. No	No. of years Experience	N	Percentage
a.	0-5 yrs	16	14.28
b.	5-10 yrs	25	22.32
c.	10-15	27	24.10
d.	15-20 yrs	14	12.50
e.	More than 20 yrs	30	26.79

5. Qualification

Majority of the professionals 96 (85.7 %) are having postgraduate degree while 8 (7.15%) have attained the Doctorate of Philosophy (PhD). Only 4 (3.57%) are having the Masters of Philosophy (M.Phil.) whereas 4 (3.57 %) professionals are having Bachelors degree qualification. It has been observed that none of the professionals is under-graduate. This indicates that the professionals are well qualified. (Table 5).

Table 5: Qualification-wise number of respondents

S. No	Level	N	Percentage
a.	Undergraduate	0	0
b.	Graduate	4	3.57
c.	Post Graduate	96	85.70
d.	M.Phil	4	3.57
e	Ph D.	8	7.15

26. Motivational aspects.

I. We are motivated to work collectively to achieve common goals

Majority of the professionals are of the opinion that they are motivated to work collectively to achieve common goals in which 61 (54.47%) professionals agree and 29 (25.89%) professionals strongly agree. However, 14 (12.5%) neither agree nor disagree. (Table 6)

Table 6: Team work

Option	N	Percentage
Strongly agree	29	25.89
Agree	61	54.47
Neither agree Nor disagree	14	12.5
Disagree	6	5.35
Strongly disagree	2	1.78

II. Each employee is treated with genuine respect

The study reveals that maximum 62 (55.37%) professionals agree, while 19 (16.96%) strongly agree that they are treated with genuine respect. It was observed 17 (15.17%) neither agree nor disagree with the statement, only 13 (11.60%) disagree. (Table 7)

Table 26.2: Respect given to employees

Option	N	Percentage
Strongly agree	19	16.96
Agree	62	55.37
Neither agree Nor disagree	17	15.17
Disagree	13	11.60
Strongly disagree	1	0.89

III. Our university promotes honesty and open self expression

The study depicts that majority of the professionals agree that university promotes honesty and open self expression in which 47 (41.97%) professionals agree and 14 (12.5%) strongly agree. However, 30 (26.78%) professionals neither agree nor disagree whereas 19 (16.96%) professionals disagree with the statement, only 2 (1.78%) of the professionals strongly disagree with statement. (Table 8)

Table 8: promotion of honesty

Option	N	Percentage
Strongly agree	14	12.5
Agree	47	41.97
Neither agree Nor disagree	30	26.78
Disagree	19	16.96
Strongly disagree	2	1.78

IV. Management cares about our opinions

The study reveals that maximum professionals think that management cares about their opinions in which 49 (43.76%) professionals agree and 7 (6.25%) strongly agree. However, 34 (30.35%) professionals neither agree nor disagree whereas 19 (16.96%) disagree with the statement and mere 3 (2.67%) of the professional strongly disagree with the above statement. (Table9)

Table 9: Treatment with opinion

Option	N	Percentage
Strongly agree	7	6.25
Agree	49	43.76
Neither agree Nor disagree	34	30.35
Disagree	19	16.96
Strongly disagree	3	2.67

V. Continuous efforts are made in our Institution to create a sense of belongingness among employees and feel like a member of the family

Majority of the professionals are of the opinion that continuous efforts are made in our institutions to create a sense of belongingness among employees and feel like a member of the family in which 46 (41.08%) professionals agree and 17 (15.17%) strongly agree. However, 30 (26.79%) of professionals neither agree nor disagree whereas 16 (14.28%) professionals disagree and mere 3 (2.67%) strongly disagree.(Table 10)

Table 10: Sense of belongingness

Option	N	Percentage
Strongly agree	17	15.17
Agree	46	41.08
Neither agree Nor disagree	30	26.79
Disagree	16	14.28
Strongly disagree	3	2.67

VI. The morale in my Institution is high

Majority of the professionals think that the morale in their institutions is high in which 57 (50.89%) professionals agree and 15 (13.40%) strongly agree. However, 29 (25.89%) of professionals neither agree nor disagree whereas 9 (8.03%) professionals disagree and mere 2 (1.78%) strongly disagree. (Table 11)

Table11: Moral of institution

Option	N	Percentage
Strongly agree	15	13.40
Agree	57	50.89
Neither agree Nor disagree	29	25.89
Disagree	9	8.03
Strongly disagree	2	1.78

VII. Most of the supervisors in our institution encourage us to discuss our problems with them

Majority of the professionals are of the opinion that most of the supervisors in our institutions encourage us to discuss our problems with them in which 59 (52.68%) of professionals agree and 12 (10.71%) strongly agree. However, 23 (20.54%) professionals neither agree nor disagree whereas 16 (14.28%) of professionals disagree and mere 2 (1.78%) strongly disagree.

(Table 12)

Table 12: Problem solving aptitude of supervisor

Option	N	Percentage
Strongly agree	12	10.71
Agree	59	52.68
Neither agree Nor disagree	23	20.54
Disagree	16	14.28
Strongly disagree	2	1.78

VIII. Most of genuine demands are fulfilled by our institution

Majority of the professionals are of the opinion that most of the genuine demands are fulfilled by our institutions in which 43 (38.40%) professionals agree and 10 (8.92%) strongly agree. However, 31 (27.67%) of the professionals neither agree nor disagree whereas (20.54%) professionals disagree and mere 5 (4.46%) strongly disagree. (Table 13)

Table 13: Demands fulfilled

Option	N	Percentage
Strongly agree	10	8.92
Agree	43	38.40
Neither agree Nor disagree	31	27.67
Disagree	23	20.54
Strongly disagree	5	4.46

IX. Our Institution does not ignore complaints from its employees

Majority of the professionals think that our institutions do not ignore complaints from its employees in which 46 (41.09%) of professionals agree and 6 (5.35%) strongly agree. However, 30 (26.78%) neither agree nor disagree whereas 26 (23.2%) of professionals disagree and mere 4 (3.57%) strongly disagree. (Table 14)

Table 14: Treatment with complaints

Option	N	Percentage
Strongly agree	6	5.35
Agree	46	41.09
Neither agree Nor disagree	30	26.78
Disagree	26	23.2
Strongly disagree	4	3.57

X. The top management gets jobs done through persuasion and affection

Majority of the professionals think that the top management gets jobs done through persuasion and affection in which 49 (43.76%) of the professionals agree and 9 (8.03%) strongly agree. However, 37 (33.03%) neither agree nor disagree whereas 17 (15.17%) of the professionals disagree with the statement. (Table 15)

Table 15: Use of affection

Option	N	Percentage
Strongly agree	9	8.03
Agree	49	43.76
Neither agree Nor disagree	37	33.03
Disagree	17	15.17
Strongly disagree	0	0

XII. The top management gets jobs done through force and coercion

Majority of the professionals disagree with the statement that the top management gets jobs done through force and coercion in which 49 (43.75%) of the professionals disagree and 6 (5.35%) strongly disagree .However, 34 (30.35%) neither agree nor disagree whereas 20 (17.87%) of the professionals agree and mere 3 (2.67%) strongly agree with the above statement.(Table 16)

Table 16: Use of force

Option	N	Percentage
Strongly agree	3	2.67
Agree	20	17.87
Neither agree Nor disagree	34	30.35
Disagree	49	43.75
Strongly disagree	6	5.35

4. FINDINGS

- Majority of the professionals 96 (85.7 %) have a postgraduate degree while 8 (7.15%) have attained a Doctorate of Philosophy (Ph.D.).
- Majority of the professionals 49 (43.75 %) are working at the University of Kashmir followed by the University of Jammu 46 (41.07 %) both are the oldest universities of J&K State.
- Majority of professionals 30 (26.79 %) have working experience of more than 20 years, while 27 (24.10%) have working experience of 10-15 years.
- Majority of the professionals agree with the statement that their university promotes honesty and open self expression. However, 26.78% neither agree nor disagree whereas, 16.96% disagree with the statement.
- The majority of professionals think that management cares about their opinions in which (43.76%) professionals agree and (6.25%) strongly agree. However, (30.35%) professionals neither agree nor disagree whereas (16.96%) disagree with the statement.
- Majority of the professionals are of the opinion that most of the supervisors in our institution encourage them to discuss their problems.
- Majority of the professionals are of the opinion that continuous efforts are made in our institution to create a sense of belongingness among employees and feel like a member of the family.

5.CONCLUSION

Motivation is the driving force for human resources to work more productively in order to achieve the goals of the institutions. The top management shall play key role in motivating the library professionals in terms of caring and discussing the problems facing by the employees and find the solutions to the problems in a friendly manner in order to develop sense of belonging among the library professionals which ultimately helps in developing the good work culture in the libraries. The university authorities must take more steps to promote the honesty and self expression among employees in order to develop trust among them. Top management must listen to opinion of the professionals and if they feel that the professionals have given good opinion, they must accept it and implement it on ground. By this, the level of self confidence of the professionals will increase.

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