Volume 13 Issue 22
Originally issued as G8

Global Journal of human social science
Linguistics & Education
Volume 13 Issue 8 Version1.0 Year 2013
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals Inc. (USA)
Online ISSN: 2249-460X&Print ISSN: 0975-587X

Measuring the Job Satisfaction of Digital Library Professionals Working in the Arts College Libraries in Coimbatore City

By Dr. S. Jayaraman & R. Mahesh Kumar
Karpagam University, Coimbatore-21, India

Abstract - Digital devices are presently at the centre of development in all of fields. Libraries are currently undergoing profound changes due to digitization. Job satisfaction is an important area to determine the view of the library professionals towards their job in the library. The study has been under taken to measure the level of job satisfaction of digital library professionals in Coimbatore city and how the job facets affect on job satisfaction of library professionals do. The study shows independence, variety of work, social status of the job, supervision-human relation supervision technical, moral values, authority, ability utilization, library policies and practices, scope of advancement, relation with co workers, recognition of job done and achievement has significant effect on job satisfaction. Furthermore it noticed respondents are less satisfied at their job. Finally, the significant recommendations have been put forth to improve the level of job satisfaction of digital library professionals in Coimbatore city.

Keywords : job satisfaction, digital library, digital environment, occupational stress, library professionals.

GJHSS-G Classification : FOR Code: 890302, 950199



Strictly as per the compliance and regulations of:

© 2013. Dr. S. Jayaraman & R. Mahesh Kumar.This is a research/review paper, distributed under the terms of the Creative Commons Attribution-Noncommercial 3.0 Unported License http://creativecommons.org/licenses/by-nc/3.0/), permitting all non-commercial use, distribution, and reproduction inany medium, provided the original work is properly cited.

Measuring the Job Satisfaction of Digital Library Professionals Working in the Arts College Libraries in Coimbatore City

Dr. S. Jayaraman [α] & R. Mahesh Kumar [σ]

Abstract - Digital devices are presently at the centre of development in all of fields. Libraries are currently undergoing profound changes due to digitization. Job satisfaction is an important area to determine the view of the library professionals towards their job in the library. The study has been under taken to measure the level of job satisfaction of digital library professionals in Coimbatore city and how the job facets affect on job satisfaction of library professionals do. The study shows independence, variety of work, social status of the job, supervision-human relation supervision technical, moral values, authority, ability utilization, library policies and practices, scope of advancement, relation with co workers, recognition of job done and achievement has significant effect on job satisfaction. Furthermore it noticed respondents are less satisfied at their job. Finally, the significant recommendations have been put forth to improve the level of job satisfaction of digital library professionals in Coimbatore city.

Keywords : job satisfaction, digital library, digital environment, occupational stress, library professionals.

I. Introduction

The development of digital library has insightful effect not only on the client but also on professionals and also on the human resource management of the library. The digital library brings about changes in the activities of the library in terms of users, in job and in staffing as well. It is widely accepted that human factors is one of the key component of the digital libraries but relatively a little attention has been paid to the human and organizational factors in the library that directly contributed to the fruitfulness of the digital library. There are also many other issues, which effects its development of library globally.

Gender issue gains prominence after poverty and violence, particularly in developing countries. In the age of 21st century both kind of genders are equally contributing to the overall development. In the library field both of them are managing the information and resources of knowledge with the objector to some serve clients effectively. It is often found there is a big problem of variation in the percentages of existences of job in developing countries.

Author α : Visiting Professor in LIS, Karpagam University, Coimbatore-21.
Author σ : Research Scholar in LIS, Karpagam University, Coimbatore-21. E-mail : maginarmi@gmail.com

The ratio of digital library in the developing countries, particularly in India is quite low in almost every profession. Lack of job opportunity for library professionals is a big hindrance for the economical and social development of India. In the digital era, the job satisfaction is one of the vital issues which are responsible for the poor employability of library professionals. Statistically, discrimination within the job and different job related factors like; pay promotion, working condition, social status security, recognition etc are major determinant, which decides satisfaction as a whole. In case of their job satisfaction, it is important because the result of the relationship between psychological factors and work outcome of individuals are the most significant aspects of the human life.

Job satisfaction is a complex phenomenon that can be variably interpreted. It is the absence of pain, oppressiveness and intolerance and also indeed enjoyment of work. Job satisfaction is one of the most enduring elusive constructs used in the study of industrial relations. Job satisfaction studies are based on emotional response of employees which is related with some socio cultural, organizational and personal factors variables like pay promotion, supervision, benefits, contingent rewards, operating procedures, co-workers, nature of work, working condition, social status etc.,

II. Literature Review

The literature review is not comprehensive, but is rather limited to the areas concerning the job satisfaction of library employees, and the job satisfaction of other types of employees in various organizational settings. I will examine specific important factors affecting job satisfaction in the literature, from which I will complete my research hypothesis. Job satisfaction is an important area to determine the view of the employee towards their job. Patillo Morgan and Morgan (2009), “Librarians of the colleges and other educational institutions should be provided training about the advanced information technology”. Libraries are often challenged to offer the kinds of work environments that these new professionals prefer”. Kaur (2006) said that there is a need for contented and “well satisfied librarians to make libraries more service

© 2013 Global Journals Inc. (US)

oriented to their clientele and the main organizational determinants influencing worker's job satisfaction". And establish sensible organizational structures, delegating authority, promoting teamwork practice, developing job descriptions and evaluation systems, "allowing employees' freedom of choice to perform job duties, providing employees with training opportunities and motivations" (Sheikha & Younis, 2006)."Frustrations and age, mental status and years of experience have an impact on occupational role stress". Srivastava & Srivastava, (2004) said that satisfaction about nature of job can be increased through job environment, training on IT and good monetary gains. Unless librarians secure peer status through adherence to core academic standards, the emerging era of electronic information will see domination in the librarians influence over librarians' affairs. Burd (2003) found that librarians in organizations that support participatory management, open communication, opportunities for achievement and relationships built on honesty and trust are more satisfied and committed and less likely to leave. Sornam and Sudha (2003) said that library profession is a people oriented profession which cannot escape from the clutches of conflicts. After training librarians should be offered an opportunity to practice what they have learned. Academicians treat librarians in good esteem for their valuable services to them (Satija, et. al., 2003). Bii and Wanyama (2001) examined the impact of automation on the job satisfaction among library staff of Margaret Thatcher Library, MoiUniversity. Joyce K. Thornton (2000) said it best when she wrote: "Job satisfaction is critical to the retention and recruitment of librarians." It is hard to pinpoint when the subject of job satisfaction in libraries began to appear in the literature; however after an analysis, it is found that while the literature is considerable in its range and quantity, it is not comprehensive nor of primary concern to library scholars.

III. Objectives of the Study

The overall objective of the study is to analyse the satisfaction levels of the librarians in the institutions of higher learning in Coimbatore with this as the main objective, the following objectives are framed for the purpose of analysis and interpretation. The study of these sub- objectives will throw light on the level of satisfaction, that is , the main objectives.

- To study the performance of Library professionals regarding digital library in arts college in Coimbatore city.
- To measure the level of job satisfaction of arts college digital library professionals.
- To know how the job facets affect the job satisfaction of arts college digital library professionals.
- To recommend a proper guideline to improve the level of job satisfaction of digital library professionals in Coimbatore city.

IV. Research Methodology

Convenient sampling method has been used. The following methodology is adapted for the study.

Sample Size:-Sampling unit comprised of arts college library professionals. The survey was conducted with 100 respondents from the universe and hence it is the sample size.

Nature of Data:-Primary data have been collected from library professionals. The questionnaire is prepared in such a way that it is made in simple and understandable manner to enable the respondents to express their views freely and frankly.

Method of Data Collection:-For purpose of the study, respondents are considered and data were collected using questionnaire. As regards library professionals, 100 respondents were selected and for this purpose, starting random sampling method is used.

Area of the study:-The study is restricted to Coimbatore city.

Statistical Techniques:-Percentage analysis and chi square test were used for analyzing the data.

V. Analysis and Interpretation of Data

The results of the analysis of the collected data presented below:

Chi square- Test for the association between Gender and Job satisfaction factors among library professionals

Table 1

Gender of the Respondents			
Category	Sex	No of Respondents	Percentage
a	Male	52	52%
b	Female	48	48%
Total		100	100

Source: Primary Data

Table 1 describes that respondents 52% of them are male and 48% of the respondents are female

© 2013 Global Journals Inc. (US)

Table 2

Chi-Square Value – Gender and Other Factors				
S.No	Other Factors	Chi Square Value	Table Value	S/NS*
1	Lending Services	11.5198	12.592	NS
2	Reference Services	4.0816	9.488	NS
3	Internet Facilities	2.6238	5.991	NS
4	Online Database	2.1682	9.488	NS
5	E-Journal	1.9806	7.815	NS
6	CD-ROM Database	2.6237	7.815	NS
7	CAS	0.7388	7.815	NS

S-Significant NS- Not Signifigant

Hypothesis: $H_{0:}$ there is no association between Gender and Job satisfaction factors.

$H_{1:}$ There is association between Gender and Job satisfaction factors.

Chi square- Test for the association between Age Group and Job satisfaction factors among library professionals

Table 3

Age Group of the Respondents			
Category	Age Group	No of Respondents	Percentage
a	Below 20	02	02%
b	21-30	12	12%
c	31-40	20	20%
d	Above 40	66	66%
Total	100	100	100

Source: Primary Data

Table 3 shows that respondents 66% of the respondents belongs to above 40 years and 02% of the respondents belongs to below 20 years

Table 4

Chi-Square Value – Age and Other Factors				
S.No	Other Factors	Chi Square Value	Table Value	S/NS
1	Lending Services	10.6268	28.869	NS
2	Reference Services	14.5187	21.026	NS
3	Internet Facilities	4.5095	12.592	NS
4	Online Database	15.592	21.026	NS
5	E-Journal	3.9037	16.919	NS
6	CD-ROM Database	14.7103	16.919	NS
7	CAS	19.7697	16.919	S

S-Significant NS- Not Signifigant

Hypothesis: $H_{0:}$ there is no association between Age group and Job satisfaction factors.

$H_{1:}$ There is association between Age group and Job satisfaction factors.

Chi square- Test for the association between Educational Qualification and Job satisfaction factors among library professionals

Table 5

Educational Qualification of the Respondents			
Category	Educational Qualification	No of Respondents	Percentage
a	BLISc	34	34%
b	MLISc	30	30%
c	MPhil	22	22%
d	PhD	11	11%
Total	100	100	100

Source: Primary Data

© 2013 Global Journals Inc. (US)

Table 5 describes the Educational Qualification of the respondents, 34% of the respondents are qualified BLISc level & 11% of the respondents are qualified PhD level.

Table 6

Chi-Square Value – Educational Qualification and Other Factors				
S.No	Other Factors	Chi Square Value	Table Value	S/NS
1	Lending Services	10.0138	28.869	NS
2	Reference Services	14.5187	21.026	NS
3	Internet Facilities	12.719	12.592	S
4	Online Database	14.9341	21.026	NS
5	E-Journal	2.0191	16.919	NS
6	CD-ROM Database	11.35	16.919	NS
7	CAS	5.6947	16.919	NS

S-Significant NS- Not Signifigant

Hypothesis: $H_{0:}$ there is no association between Educational Qualification and Job satisfaction factors.

$H_{1:}$ There is association between Educational Qualification and Job satisfaction factors.

Chi square- Test for the association between Income and Job satisfaction factors among library professionals

Table 7

Income of the Respondents			
Category	Income (Rs.)	No of Respondents	Percentage
a	Below 5000	12	12%
b	5001-10000	49	49%
c	10001-15000	23	23%
D	Above 15000	16	16%
Total	100	100	100

Source: Primary Data

Table 7 describes monthly income of the respondents, 49% of the respondents monthly income is Rs.5001-10,000 and 12% of the respondents monthly income is below Rs.5,000.

Table 8

Chi-Square Value – Income and Other Factors				
S.No	Other Factors	Chi Square Value	Table Value	S/NS
1	Lending Services	24.5507	28.869	NS
2	Reference Services	25.4586	21.026	
3	Internet Facilities	8.0721	12.592	NS
4	Online Database	29.0475	21.026	
5	E-Journal	10.482	16.919	NS
6	CD-ROM Database	11.0988	16.919	NS
7	CAS	11.2385	16.919	NS

S-Significant NS- Not Signifigant

Hypothesis: $H_{0:}$ there is no association between Income and Job satisfaction factors.

$H_{1:}$ There is association between Income and Job satisfaction factors.

VI. Findings

The results of comparisons are summarized as follows: No significant association was noticed among the groups of librarians categorized on the basis of the following characteristics: Gender, Age Group, Educational Qualifications, Family's Monthly Income areas.

VII. Suggestions

- Based on the findings evolved from the investigation, the investigator made an attempt to put for the following suggestions regarding the job satisfaction of library professionals in Coimbatore city.

© 2013 Global Journals Inc. (US)

- To improve the Job satisfaction of the library professionals in Coimbatore city, Tamilnadu state, work can improve the performance as well as reduce the stress among employee.
- The job status as social aspect of library professionals should be defined for the enhancement of job satisfaction. In our society the social status of library processionals and the influence they have in shaping the minds of people is yet to be acknowledged.
- The Management of arts college libraries should be more flexible. They should carry the ability to develop the managerial structure, policies and practices in term of digital changes. They need to adapt a good entrepreneurial, innovative approach, elevating the motivation. They should also develop their user's behavior in terms of short term information making process towards digital library.
- To provide training on digital libraries to the professionals. Continuous training is needed for library professionals in libraries. The quality of training they received is moderate good to excellent. It can reduce the frustration to new changes at work. It is not only ensuring the professional development but also increase the level of their confidence.

VIII. Conclusion

- The findings of the present study are reasonably limited in its scope with regard to many aspects. The result can be made more elaborate if a number of future scientific enquiries are conducted in this area. Hence the following research areas are identified and suggested for further research on the job satisfaction of library professionals.
- Digital library needs professionals who are knowledge, skilled and experienced in digital work. Library professionals are treated traditionally as to be weak in the socio economic because of lack of communication and lack of opportunities in the job market.
- This study has found that library professionals are less satisfied with their job. So that care should be taken to develop their job attitude towards job related factors like independence, variety, social status of the professionals good supervisory techniques, point of moral values, authority towards work, utilization of ability of professionals, strong and favorable library policies, responsibility, promotion, recognition and achievement, maintenance of a good relationship with co workers, encourage to using the creativity of the professionals in their job to achieve the satisfaction towards job.
- So, the library professionals should be more sound and satisfied at the job to achieve the goals of the digital libraries in Arts college of Coimbatore city.

References Références Referencias

1. Patillo Morgon and Morgan(2009), The Job Itself: The effects of Functional Units on work Autonomy among Public and Academic Librarians, Volume 58, Number 2, Fall 2009 pp.-276-290.
2. Kaur (2006), A study of job satisfaction and work environment perception, volume:63, Issue 4, page:139-144.
3. Sheikha & Younis (2006), The International Information & Library Review- Administrative factors affecting employees absenteeism in academic and public Libraries. Volume 38, issue 2, June 2006, pages 64-88.
4. R.C Srivastava&Srivastava(2004), "Factors contributing to commitment to the teaching profession", International journal of Educational Management, Vol 8,Iss 5, pp 7-13.
5. Burd (2003), Partnering with the private sector to introduce New Physical, Human and social capital-Isolating Criteria for success", UTS working paper No.133.
6. Sornam& Sudha (2003), Effect of need for Achievement on the job performance – Job satisfaction Relationship, Indian Journal of Industrial Relations Vol 18, No3, pp.437-442.
7. Satija &etal.. (2003),Indian J Psychiatry, Mental Morbidity in Industrial workers, Apr-Jun; 26(2): 147-155.
8. Bii, H.K., et. al. (2001), Automation and its impact on the job satisfaction among the staff of the Margaret Thatcher Library, MoiUniversity. Library Management v.22 no. 6/7: 303-10.
9. Thornton, J.K.(2000), Job satisfaction of librarians of African descent employed in ARL academic libraries [survey results]. *College & Research Libraries* v. 61 no. 3 (May): 217-32.
10. http://www.ala.org/ala/mgrps/divs/acrl/events/pdf/burd.
11. http://www.webpages.uidaho.edu/~mbolin/tella2.pdf.
12. http://www.istl.org/99-fall/article2.html

© 2013 Global Journals Inc. (US)