

Personal Benefits are Below Expectations of the Library and Information Science (LIS) Professionals in the Academic Libraries of Dakshina Kannada

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ABSTRACT

The present study aimed to investigate the LIS professionals' level of satisfaction about the personal benefits in the libraries of higher academic institutes of unified Dakshina Kannada District of Karnataka State. The libraries selected for the study are higher academic institutes that are providing university education in medicine, engineering, arts, commerce, science, management, law, hotel management, and paramedical courses. The sample population of the study is the professionally qualified LIS professionals who are working in the graduate and higher academic setups of the undivided Dakshina Kannada District. The study used survey method to explore the level of satisfaction of the LIS professional working in the various education institutes. The study identified 124 professionally qualified LIS staff in higher education and responses were collected from them. About 77 responses were received. The study revealed the fact that the LIS professionals are dissatisfied with the Personal Benefit provided by the authority of the respective education institutes of higher learning. Professionals are frustrated by the lack of promotion chances which would open new career opportunities. The authorities have to support career paths and provide better opportunities for the promotion and better pay/salary to the professionals.

Keywords: Job satisfaction , personal benefits , salary and promotion , LIS professionals

INTRODUCTION

The effectiveness and efficiency of the service organization like library is measured in terms of quality of its service delivered or rendered to its users. The quality of its service mainly depends upon the quality of workforce, which in turn directly depends on knowledge, adaptability and satisfaction level of the professionals working in a given library. Therefore employee's satisfaction is the

prerequisite for delivery of quality service and keeps the user satisfied. The service quality of the professionals mainly depends upon their commitment, willingness to work and mental satisfaction in the job that they perform. In industrial sectors a satisfied employee is productive employee of the organization. Similarly, in the library set up, a satisfied library professional is regarded as the productive professional. A satisfied professional not only renders the quality service to the users, but also improve commitment to the library in which he/she serving and contributes one's might to its image building.

The level of satisfaction of the library professionals largely depends upon the most influencing factor ie personal benefits (Salary, Promtion and other related benefits). The positive or negative mind set of the professionals determine the status of job satisfaction. It is the job satisfaction among employees that

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ultimately induces them to learn, to work and to share their might for the best quality of service.

DEFINITION OF JOB SATISFACTION

Blum and Naylore (1968) defines job satisfaction as "a general attitude which is the result of many specific attitudes to three areas, namely (i) specific job factors; (ii) individual characteristics and (iii) group relationship outside the job".

According to Hoppock (1935), 'job satisfaction' refers to an individual's complex reaction towards his job. It is a pleasurable emotional state resulting from the appraisal of one's job as achieving or facilitating the achievement of one's job values.

Bullock (1952) defines job satisfaction as ". an attitude which results from a balancing and summarization of many specific likes and dislikes experienced in connection with job. This attitude maintains itself in evaluation of the job and of the employing organization. job satisfaction is rather an evaluation of one's job and employing company as contributing suitably to the attainment of one's personal objectiveness".

Rosen (1955) views job satisfaction as a consequence of the correspondence between percepts and value standards. Smith and Kendall (1963) propose that "job satisfaction is a function of the perceived characteristics of a job in relation to an individual's frame of reference". The particular job condition can be satisfier, dissatisfier or irrelevant depending on the conditions in comparable jobs. In a narrow sense, these attitudes are related to the job and many specific factors like wages supervision, social relation on the job, besides worker's age, family, social factors etc. People differ markedly in the degree of job satisfaction owing to the difference in features of the job on the one hand and the differences in them selves on the other.

The job satisfaction and dissatisfaction are functions of perceived relationship between what one wants to derive from one's job and what one perceives it as offering or entailing. The experience produced by the discrepancy

between what one derives and what one expects may be an indicator of satisfaction or dissatisfaction from job. Thus, job satisfaction is not an absolute phenomenon but is relative to the alternatives available to the individual. In the present study the term job satisfaction is used to represent this absolute phenomenon among library and information science professionals.

An attitude is not job satisfaction, although it may contribute to it, since the job satisfaction comprises number of attributes it is the combined result of various attitudes, which the employee has formed towards his job, job-related factors and life in general. In other words, job satisfaction of an employee is the combination of mental physical and environmental circumstances in an organization.

Hoppock, in his study on job satisfaction, emphasized the combination of three factor-psychological, physiological and environmental. The job satisfaction /dissatisfaction is the combined result of these three factors. Locke, highlighted about the psychological aspect of the job. According to him the job satisfaction/dissatisfaction is mainly depends on the emotional feeling of an employee.

With the above discussion it is evident that though the definitions vary, there exists commonality among them. This commonality is that the job satisfaction is a job-related emotional reaction.

IMPORTANCE OF JOB SATISFACTION

Job satisfaction is the result of positive emotions. These positive emotions or job satisfaction of the employees would promote the willingness and commitment in their profession/job .It seems imminently logical that happy employee is a "better" which is often defined as " more productive" employee. Positive attitude improves the service/output quality of the employee also. The quality and timely service/output from the committed people in turn promote the effectiveness and efficiency of the organization. This would contribute to the long-run development and survival of the organization. Ultimately the

organizational goal is achieved and its existence in the society is justified.

LITERATURE REVIEW

Caynon (1991) addresses the question, how satisfied are library science educators with their jobs? The two major purposes of this study are (1) to determine the extent to which four dimensions of job satisfaction (satisfaction with work, satisfaction with pay, satisfaction with opportunities for promotion and satisfaction with co-workers) are related to overall job satisfaction among library science educators and (2) to determine extent to which sex, age, total years teaching in current institution, professional rank and nature of work affect job satisfaction.

Thapisa (1991) has investigated the influence of pay satisfaction over job satisfaction of the LIS professionals in the 32 university libraries in U K. The author has used the Content Analysis Index (CAIN) for the study. In the study, the author has also evaluated the importance of promotion facets on job satisfaction issue included the promotion dimension also. To keep the LIS professionals satisfied, recommended the reward system in the library

Bonnie (1993) studied over 600 academic librarians in the United States to determine whether faculty status and rank were related to job satisfaction. She found that the greatest sources of satisfaction of the librarians in her study were relationship with patrons, relationship with coworkers, assigned duties, and variety of work. Dissatisfaction was caused by opportunities for promotion, recognition of accomplishments, and salary.

Hovekamp. (1995) made a study in which he has examined issue through a survey of professional librarians in 19 non-union and 13 union academic research institutions in the USA. By comparing the survey results of union and non-union participants, the study found that the presence of union has a negative relationship with job satisfaction. However the results did not support the arguments that such a

relationship is a product of union culture as some researchers have suggested. Salary was revealed as a mere consistent predictor of job satisfaction. There was also the suggestion that part-time employment status might relate to the survey participants happiness with their job.

Goucus and Toit (1996) described the relationship between motivation and job satisfaction of information workers in public libraries in South Africa. It was found that there was a relationship between motivation and job satisfaction. Information workers reported above average satisfaction levels of overall job satisfaction. Aspects that were most satisfactory to the total group were relationships with library users, assigned duties, working conditions and physical surroundings. On the negative side, information workers complained about salaries and poorly articulated promotion standards.

NEED FOR THE PRESENT STUDY

The salary, promotion and other benefits are the deciding facets among the various job satisfaction facets. Any employee work for the good salary, good promotional opportunity over the years and expect reasonable level of other personal benefits from the employer. It is more so in the service sector institute like library. The quality of the service of the library professionals' depends upon the amount of salary the parent institute offer, the promotional avenues in their career and other parks provided by the institute.

The motivation for the current study came from the discussion with fellow professionals of the different libraries of higher academic institutions about the current problems and scenario associated with the libraries. An exploratory discussion with professional colleagues in other libraries revealed that:

1. Presently the library and information science professionals are not happy with salary in libraries;
2. The LIS professionals are not getting the enough protional opportunities when compared to the teachers
3. The LIS professionals are denied the reasonable benefits by the respective institutes

4. Only in universities and government academic institutes the professionals are enjoying good salary and promotion facilities , because of the provision of UGC scales to the qualified professionals, but, in private institutes' library and information science professionals are not getting the same scale.

The above facts motivated the researcher to find out the answer for the following questions.

5. What do the library professionals expect from the management?

6. Do the professionals feel any gap between their expectation and the perceived level of personal benefits between government and private institute as well as between professional and non professional education institute?

7. Does the job satisfaction level about the personal benefits markedly differ among the professionals of the government and private, as well as between professional and non-professional education institute libraries?

These questions necessitated the need for the present study, since, such studies have not been done in academic environment in Dakshina Kannada and other parts of the State during recent past.

OBJECTIVES OF THE STUDY

The objectives of the present study are:

1 to assess the library and information science professionals perception on their salary and their promotional prospectus

2 To know the library and information science professionals promotional prospectus in different institutes of the study

3 to find out library and information science professionals views about benefits available to them

4 to assess the library and information science professionals' perception of their overall job satisfaction

5 to suggest means to improve the job satisfaction of library and information science professionals

STUDY DESIGN AND POPULATION

There are 99 higher education institutions in Dakshina Kannada (undivided) district. These include one university; one deemed university and 97 colleges/institutions of higher education affiliated to Mangalore university, RGUHS, VTU and MAHE. Out of these 97 colleges 36 are professional colleges are engaged in education in engineering, medical, dental, pharmacy, commerce and business management, education, law, hotel management, fashion technology, interior decoration and human resource development and remaining 61 colleges are imparting education in pure science, social sciences and humanities disciplines. All these universities and colleges have their own libraries. The researcher, therefore, considered library and information professionals working in all these 97 college libraries, one deemed university library and one general university library for the present study.

SAMPLE POPULATION AND SAMPLE SIZE

Since, the study was mainly focused on the professionals who are working in the higher education institutes, the study included professionals working all types of higher education institute libraries such as medical, dental, engineering, law, commerce and management, hotel management, education, basic sciences, social science and humanities. The researcher wrote to individual colleges/institutions and obtained information about the number of library and information science professionals working in respective institution. The information sought revealed that there are 124 library and information science professionals working in one university, one deemed university and 76 college libraries and remaining colleges have not professional librarians. Thus the total population available for the study was 124. Although, libraries are distributed geographically through out the district, and the size of the population available were 124. The researcher decided to cover all the 124 library and information science