CHAPTER-I

INTRODUCTION
Introduction

This chapter presents importance of library professionals in dissemination of information to the users in engineering colleges, statement of the problem, need for the present study, objectives framed, hypotheses formulated, universe sample population and sample size, scope of the study, method of data collection, survey instruments, operational definitions of the concepts used statistical tools used, limitations of the current study and the chapter scheme.

Information technology has transformed the whole world including the libraries - depositors of information and knowledge. Over the past few decades the world has been experiencing significant changes in which the need to acquire utilize and share knowledge has become increasingly essential. In the digital age, technology is playing a vital role for generating and disseminating information in the network environment. Therefore, now-a-days the emphasis is being made by the libraries from collection to access. This is evidently noticed more in libraries in technological educational institutions than traditional universities. The increasing online environment resulting in users who are more technology savvy and are demanding and expecting their library on the internet able to meet their information needs not only on, demand but also in anticipation of demand.

IT has changed and revolutionized the functioning of libraries both in acquisition and dissemination of information and knowledge to all sections of the users in a multi-dimensional way and it will continue to do so both in form and substance.
It is evident today that technological innovations and advances have brought revolutionary changes in all disciplines including library and information science. Similarly, advances in information communication technology are full with solutions for day-to-say problems of engineering college librarians. Furthermore maximum utilization of available information through LAN/MAN or networking more in libraries in technological education institutions.

Internet has now emerged as a very powerful communication and publishing medium and it has changed the overall ways, means, mode and methods of information dissemination more in technical institutions than other educational institutions.

The increased availability of CD-ROM products the electronic publishing activity and the education and training activities in the country have focused in the application of new technology in the libraries.

Developing a website is also one of the best tools to integrate and communicate all the library’s resources and services effectively to a wide range of users irrespective of the place. Ever, now-a-days, engineering colleges are developing homepage can disseminate a wide range of information to users community.

Modern education especially in technical educational institutions except a teacher only to initiate the students in the new vistas of the universe of knowledge, but leaving it to them to explore further and give final shape and totality to what has been presented already. It is in the library vital phase of learning will take place. As such heavy responsibility lies on libraries to keep the candle always burning. The University library
is not only the connecting link between teaching and learning, but also catering to the needs of researchers.

All the knowledge, innovations and advancements can reach to wider sections of the users-teachers, students, research scientists and scholars in engineering colleges only when the library professionals are well aware of these changes and willing to provide to the users the needed information timely. Above all, the library professionals should work with commitment, dedication and with all enthusiasm. This can be ensured only when the library professionals are duly paid, timely promoted, reasonably recognised, provided with congenial working environment, created a feeling of self-worth and satisfaction on the job being performed.

**Importance of library professionals**

The effectiveness and efficiency of service organizations like libraries can be measured in terms of their service delivered or rendered to its users-students, research scholars, and teaching faculty. The quality of library services depends upon the quality of work force, which, in turn, depends on knowledge, adaptability and more importantly job satisfaction of professionals working in libraries. Library Professionals’ satisfaction is a prerequisite for delivery of quality service and keeps the users satisfied. It is known that the libraries especially in engineering and technological colleges are being well maintained with modern technology, bar-coding system, automation, on-line catalogues, inter-library loans, internet facilities, E-journals, digital e- resources. All these services can reach to the ultimate readers/users timely and objectively not only through the
electronic devices but mainly from the services rendered by the dedicated and satisfied library personnel. In industrial enterprises, a satisfied employee is a productive employee of the organisation. Similarly, in the library, satisfied library professionals, along with professional competencies, alone can render quality service and can be considered as a useful asset to the library. Satisfied professionals, therefore, not only render quality services to the users, but also ensure commitment towards the profession in the library in which he/she is serving and contribute one’s might to its image building. The quality and timely services rendered by the committed professionals, in turn, enhances the effectiveness and efficiency of the library and above all impresses upon the image of the library and its existence in the society as well.

Statement of the Problem

For the last a couple of decades, there has been rapid technological developments, and information networks that have brought revolutionary changes in the educational system in general and technical education so particular. As a result, many Professional educational institutions have come into existence today than ever before. The number of new colleges and courses has been gradually increasing at a large scale. The enrolment of students has also been accordingly increasing. Besides, the Government of India and AICTE have also been encouraging to launch many technological institutions to cater to the needs of nation and also students. Therefore, there is a phenomenal growth of technological institutions in terms of infrastructure, course design, employment of qualified technical faculty and professionals. Along with these improvements, the development of technical education can be possible through well developed and equipped
library. The libraries can be considered as the reservoirs of knowledge, information, books, documents, periodicals, back volumes and other services like bar-coding system, inter-library loans, internet facilities, catalogue, automation, e-journals, digital e-resources. Now-a-days the library professionals who are young, well versed, trained with professional degrees entering the libraries. The technological developments on one side, availability of the latest knowledge and data source on other can effectively be reached to readers / users only when library professionals discharge their functions with commitment and dedication. This can be ensured through contended and highly satisfied work-force. The satisfaction of the library professionals is possible when the job and job related attributes are well received and gratified by them. The job being performed must give them a sense of identity, scope for use of one’s skills and abilities, variety in work, salary in commensurate with their qualifications, service, responsibility, autonomy, challenge, cordial superior- subordinate relations, relations with fellow employees, status, recognition etc. Dissatisfaction of the professionals of the said factors will lead to high rate of employee turnover, absenteeism, lethargy, monotony etc. This not only affects the employees’ loyalty to the job and organisation and more so on their efficiency on their job. Therefore, the present study is an attempt addressed to probe into all these aspects among the library professionals working in engineering colleges of both government and private managements in Rayalaseema region of Andhra Pradesh.

Need for the present study

It is evident from the literature reviewed that there is a plethora of studies were made on job satisfaction of employees. Majority of the studies were conducted in
different business enterprises, banks and other organizations. Besides, some stray studies and research articles are found on the job satisfaction of library professionals. However, no in depth empirical and comparative studies are found among the library professionals working especially in technological educational institutions. Rapid scientific and technological discoveries and inventions, innovations in information technology and communication networks have given a wider scope for the establishment and growth of technical institution both in Government and Private Sectors. These institutions, today, are well equipped with modern infrastructure facilities along with sophisticated library facilities with all latest information technology. Added to this, library professionals of younger age with technically qualified professionals are entering the modern institutions including libraries. Proper and timely dissemination of information to the users like students, faculty and research scholars can be ensured only when these professionals have high commitment to their job and profession. Again this backdrop, the proposed study is an empirical attempt to fill the research gap and also to study the job satisfaction among the library professionals working in engineering colleges of both Government and Private management in Rayalaseema region of Andhra Pradesh.

OBJECTIVES OF THE STUDY

The following are the objectives of the present study:

1. To identify and measure the level of the job satisfaction among library professionals in both private and Govt. engineering colleges in Rayalaseema Region of Andhra Pradesh.
2. To correlate job satisfaction with those of personal background variables of the select library professionals.

3. To study the level of job satisfaction among library professionals with regard to the factors like working conditions, personal relationship, salary, Job security, employee recognition etc.

4. To compare the Job satisfaction levels among library professionals of Govt engineering colleges with those of private engineering colleges.

5. To suggest measures for enhancing job satisfaction among the Library professionals in general and the professionals working in libraries of government and private engineering colleges in particular.

**HYPOTHESES**

In the light of the above objectives, the following hypotheses have been formulated.

1. There is no Job satisfaction among the Library Professionals working in engineering colleges of both Government and Private Colleges in Rayalaseema region.

2. There is no perceptual difference on job satisfaction among the library professionals working in Government and Private engineering colleges.

3. There is no association between Job satisfaction among the library professionals working in Government and private engineering colleges and to those of their personal variables.
**Study design and Universe**

As per the official records of AICTE, New Delhi, there are 92 engineering colleges in Rayalaseema region of Andhra Pradesh as on June 2009. Out of which, six colleges are the government colleges and the remaining 86 are under private management. All engineering colleges have their own libraries. In all these colleges there are 245 library professionals working in different cadres viz., Librarians, Assistant Librarians and Library Assistants. For the purpose of the study, the researcher has selected all 92 engineering colleges and sent request letters through e-mail to the management of all colleges seeking their permission to carry out research among the library professionals in their respective colleges.

**Sample population and sample size**

For the purpose of the study, the researcher has sent an e-mail letter requesting the managements of 92 engineering colleges to send the details of library professionals working in their institutions and accord permission to administer the mailed questionnaire. As many as 65 colleges have responded positively, provided the information about the details of library professionals in their colleges and even accorded permission to administer the questionnaire among the library staff. While 27 colleges, somehow, did not respond. According to the information provided by the 65 colleges, it is learnt that there are 166 library professionals working in them. Thus, the total population available for the present study was 65 colleges and 166 library professionals working in both Government and private engineering colleges in Rayalaseema region.
(Rayalaseema region comprises of from districts like Anantapur, Chittor, Kadapa and Kurnool) were finally selected by applying convenient and stratified sampling method.

For a detailed study, 166 structured questionnaires were sent by post to all the 65 engineering colleges of both government and private management along with a request letter stating the purpose and importance of the research. Thus all 166 library professionals filled the questionnaires in all respects and sent them to the researcher. Thus, all these 166 professionals are finally selected for the present study and their responses to the questionnaire are the basis for analysis and findings of the study.

**Scope of the study**

The present study is confined to analyse the levels of job satisfaction among the library professionals working in engineering colleges of both government and private management in Rayalaseema region of Andhra Pradesh.

**Method of data collection**

The study is basically descriptive and empirical in nature. The required data for the study have been collected both from primary and secondary sources. Primary data were collected by administering a mailed structured questionnaire among the library professionals working in engineering colleges. However, the secondary data were pooled from the published books, journals, periodicals, web sites, research theses, dissertations and official records of All India Council for Technical Education (AICTE) New Delhi and Andhra Pradesh State Council for Higher Education, Hyderabad.
Survey Instruments

As a matter of fact, Job satisfaction is a very complex psychological process and very difficult to measure accurately. However, the experts like Kalleberg, Ironson, Cherrington and Ribbins favoured that the questionnaire is the best method. Besides, the researcher himself being the library professional and has vast experience and knowledge about the functioning of library systems, professional knowledge of the library staff and all other Job related aspects of library staff, the personal observation, interaction with the fellow professionals have added to assess and ascertain the required information.

Keeping in view the objectives set in the study, a structured questionnaire was prepared. The questionnaire was framed eliciting information from the library professionals under study and divided the questionnaire into three sections. Section A intends to elicit personal background of the library professionals such as designation, caste, religion, sex, age, marital status, no. of dependents, family background, native place, education background and professional qualifications. Section B elicits the opinion of the respondents on various aspects of Job context. These include administration policies and procedures, working conditions, relationship with superiors, salary, job security, and section C is meant to measure the Job content factors like nature of job, achievement, responsibility, growth and development and recognition. For measuring the level of job satisfaction among library professionals comprehensively, the data on various dimensions of Job satisfaction were collected on Likert’s 5-point scale of opinion.
Statistical tools to be used for data analysis

The collected data were processed and analysed with the help of computer software tools. The Statistical Package for Social Sciences (SPSS 11.5 Version) was used for finding association between personal variables of the library professionals and level of Job satisfaction. Student ‘t’ test was used for comparison of mean scales of dimensions of job satisfaction between library professionals working in government and private engineering colleges. Wherever necessary ‘factor analysis’ was used to reduce the number of variables and to identify the most important factors that influence Job satisfaction exclusively among the library professionals working. The data have been demonstrated with appropriate graphs and figures.

Operational Definitions of the Concepts used

Job Satisfaction

Job satisfaction refers to the level of satisfaction of select library professional working in government and private engineering colleges on various job related factors such as pay, promotion, incentives experience, monetary benefits, etc.,

Library Professionals

The staff of Library i.e. Librarian, Assistant Librarian and Library assistant who have completed Master degree in Library Science are considered as library professionals.

Government Engineering Colleges
The engineering colleges working under the direct management of Universities are considered as Government Engineering Colleges.

Private Engineering Colleges

The engineering colleges managed by individuals or private organizations, either partially or totally, are included in this category.

Professional Staff

Library Professional staff are those personnel who possess at least a professional Bachelor’s Degree or Masters degree or an equivalent degree in Library Science/Library and Information Science (i.e. BLSc/BLISc or MLISc in Library Science) awarded by a university or an equivalent degree of recognized institute as professional staff.

In the present study, the library professionals who are working in professional positions in a library with a minimum qualification of Bachelor’s degree in Library Science or Library and Information Science are considered as professional staff.

Government engineering college library staff

The libraries attached to the government or University running engineering colleges, which have been accredited by All India Council Technical Education (AICTE) are Government engineering college Libraries. The professional staff working in these libraries is considered as Government engineering library staff.

Private Engineering College Library Staff
The engineering college libraries which are functioning under private management and recognized by AICTE are considered as private engineering college libraries. The professional staff working in these libraries are termed as private engineering college library staff.

**Women’s engineering college library staff**

The engineering college libraries which are functioning either under private or government management, recognized by AICTE and have exclusive admissions for women candidates are considered as women’s engineering college libraries. The professional staff working in these libraries is termed as women engineering college library staff.

**Experience**

The years of library experience is considered as a basis for determining the experience of library professionals. Library professionals with less than ten years of experience in recognised institutions are considered as low experienced professionals and library professionals with ten or more than ten years of experience are considered as high experienced library professionals.

**Limitations of the Study**

The study has certain limitations. In fact, the scope of the study is restricted to know the job satisfaction levels of library professionals in terms of pay and perks, promotions, nature of work etc. It is here that the study is confined to the period from
2005-2010, as the most of the engineering colleges were established after 2005. On the other hand, the data related to all India level engineering institutions are confined to 2001-02 and 2008-09 period only. The new colleges which are established after that academic year have not taken into consideration, as most of these new colleges are making efforts to develop the infrastructure in libraries, and the staff are also not yet full fledged. Some of the professionals were hesitant in furnishing the required data and information relating to their income and assets. In many cases, the professionals could not remember their past operations and even if they do so, they were unable to give correct figures of income. So the data cannot be immune to built-in, biases in the responses obtained from the borrowers. Though much care is taken in obtaining correct information, there is bound to be some degree of error in the data furnished and hence, in its analysis. The conclusions and inferences drawn from the study are based on the responses given by the selected library professionals on various aspects of job satisfaction in their respective cadres and engineering colleges under the study.
Plan of the study

The entire theme of the study is analysed and presented in six chapters.

**Chapter – I**  **Introduction**  
The first chapter deals with the introduction, objectives of the study, need for the study, methodology, limitations, formation of hypotheses and concepts.

**Chapter – II**  **Review of literature**  
It makes a bird’s eye view of various studies on job satisfaction

**Chapter – III**  **Genesis, growth and development of technical education in India: An overview**  
It deals with the genesis and growth of engineering education in India and the importance of library profession

**Chapter – IV**  **Socio-economic and professional profile of the select respondents**  
This chapter presents and analysis the socio-economic and professional background of selected library professionals of engineering colleges of Rayalaseema region

**Chapter – V**  **Job satisfaction among the library professionals: An empirical Analysis**  
It analyses various facets relating to job satisfaction levels of select library professionals of engineering colleges in the study area.

**Chapter – VI**  **Summary, Findings and Suggestions**  
The findings and suggestions have been presented in the last and final chapter, followed by selected bibliography and appendices.