METHODS TO MOTIVATE JOB SATISFACTION OF LIBRARY PROFESSIONALS

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Abstract

Job satisfaction of employees in general is considered to be significant when an organization wants achieve user satisfaction. Academic libraries are non-profit oriented organizations. The digital technology orientation in academic libraries has thrown more challenges to the library professionals rather than to the users who at times outwit the library professionals. The social pressure from the users and online documents pressure have put the library professionals in a stress. The extent of job satisfaction may differ individually according to age, educational qualification, experience and marital status. The results revealed by the study that responding library professionals working in academic institutions in Dharwad District were found to have their job satisfaction at varying degrees.

Keywords: Job Satisfaction; Library Professionals; Librarians

Introduction

Job is an occupational act carried out by an individual in return for a reward, namely salary. Satisfaction refers to the way one feels about events, rewards, people, relation and extent of happiness in relation to the job of that person.

Among various professions, that of the librarian is a noble profession. In the age of digital transaction, academic libraries are still passing through a hybrid stage retaining the conventional documents while handling online information too. Users are many a time better informed of their sources and could retrieve their information needs bypassing the librarian's assistance. Bringing the library users into the library network and rendering services in the form suitable to their taste and need has become a challenge to the community of library professionals. The conscience of the library professionals can have a job satisfaction only when they are able to perform their duties and responsibilities to the satisfaction of the library users as well as the library authorities. How do they cope up with the library working environment, is the question. The study covers job satisfaction of library professionals working in academic institutions.

Job satisfaction is an important research topic in industrial and organizational psychology; and it is one important dimension of an individual's happiness at work. Westover and Taylor (2010), point out that, over the past four decades or so, job satisfaction has generated considerable interest among the research community across the globe. This has been motivated by utilitarian reasons such as reduced absenteeism, turnover, and increased productivity in the workplace; and humanitarian reasons, such as improved health and well-being of the workers.

During the last decade, there has been a great deal of focus on staff policies, development competencies, ethics, attractive work and similar topics. It is evident that it has been a major concern to create jobs and working conditions that satisfy employees. This perspective is of great importance, because many institutions do not know library staff needs and priorities.

Thus measuring each variable will facilitate in planning motivational strategies and enhance job performance which was collaborated by Plate and Stone (2014), who noted that understanding job satisfaction level will help in reducing negative employee attitudes, manifested in such problems as absenteeism, turnover, underproduction, and even sabotage. There is no doubt that perception of their job satisfaction influences their job performance and motivation to work.

Job satisfaction is an important area to determine the view of the employee towards their job. Tsigilis, Koustelios and Togia (2014) define job satisfaction as a pleasurable or positive emotional state resulting from appraisal of one's job or job experience. According to Jayaraman and Kumar (2013), 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.

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Job satisfaction is one of the most enduring elusive constructs used in the study of industrial relations. Job satisfaction studies are based on the emotional response of employees which is related with some socio cultural, organization and personal factors variables like pay, promotion, supervision, benefits, contingent rewards, operating procedures, co-workers, nature of work, working conditions, social status etc. Improving employees' commitment and job satisfaction in general is considered fundamental to improving the performance and quality of products and services and also increase the productivity of workers as well as

positive outlook towards the job. Also, employee satisfaction influences the organizational performance as well as customer satisfaction.

Armstrong (2012), explain job satisfaction as the attitude and feeling people have about their work. Positive attitude toward the job indicate job satisfaction while negative and unfavorable attitude towards the job indicate job dissatisfaction. To elaborate these attitudes further, Masanja (2013) adds that positive attitudes lead to positive ends like reduced turnover, high productivity, loyalty, secured work facilities, high morale towards the job and similar benefits while negative attitudes result in negative ends such as vandalism, low productivity, employee turnover, low morale towards the job, low commitment and apathy.

Herzberg (2013) theorized that job satisfaction is bimodal. An employee is not satisfied by fulfillment of lower-level needs (e.g. good salary, decent working conditions, and pleasant co-workers); meeting these needs merely decreases dissatisfaction. To truly satisfy employees, higher level needs must be met. These higher level needs include responsibility, recognition of achievement and the nature of work itself.

Based on this theory, Bernstein (2011) concludes that if an employee wishes to promote satisfaction among employees, the employer should focus on methods to maximize self-realization or self-actualization of his/her employees (through, for example increased responsibility, autonomy, and recognition of achievement). If the goal is merely decrease unhappiness (dissatisfaction) among employees, the employer's concern would be to create a better working environment through, for example, better pay, benefits, and working conditions.

Job satisfaction is one of the vital issues that can ensure that professionals are sound at the job and also helps to accomplish their services effectively. Understanding the level of job satisfaction of academic librarians is essential as it will throw light on needs that were looked, needs that need to be looked at with a magnifying lens and identifying needs that were overlooked completely. To the Institutional management, this will facilitate better planning of motivational strategies and curb challenges that are facing library staff. On the other hand, library staff will benefit from this study as it would bring greater contentment and self awareness.

Care should be taken to create conductive atmosphere with proper infrastructure which will help the library user to make maximum use of the library services by spending more time in

the library and for the Library staff to work comfortably and become more productive at work.

Also facilities like electronic gate and desks and chairs should be maintained immediately when they break down to facilitate smooth running of the library operations. Management should encourage good relationship between the libraries and teaching staff in all matters of academic concerns; this will facilitate selection and acquisition of materials recommended by teaching staff based on their syllabus and the utilization of online resources as will be encouraged by teachers to the students.

The impact of motivation on the job satisfaction of academic librarians include the aligning the aspiration of employee with organizational objective, high level of job satisfaction among all categories and improvement in librarians attitude towards their work, improved overall job performance and productivity, improved staff skills and knowledge, improved quality of services to the users and improved efficiency in service delivery, reduction in the level of staff turnover and also influenced the contribution of Employees to the organizational effectiveness and get the best out of them.

CONCLUSION

Job satisfaction as library was satisfactory as revealed by moderate satisfaction found. Library staff were satisfied with their work and also, noted that the management in its capacity supports library activities through motivation. The only concern was working environment which is not conducive for students to read and staffs are not comfortable enough. Also, status is not sufficient as library staff are certain management and students do not know their role and capabilities in supporting the institute vision of becoming a centre of excellence academically and research wise. Thus more marketing and collaboration are needed.

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