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Impact of ICT on job satisfaction among Library Professionals working in NMIMS Deemed University, Mumbai

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Abstract: *Today libraries are growing up in a digital world and provide variety of hi-tech tools for access e-information from the library. Our study finding presents the impact of Information Communication and Technology (ICT) on the job satisfaction among library professionals of the Narsee Monjee Institute of Management Studies (NMIMS) Deemed University. The present study targeted 13 library professionals. It is found that majority of the respondents were required training on latest developments in the library field.*

Keywords: *NMIMS, Library professionals, ICT, Deemed University, Job Satisfaction.*

Introduction: Higher education plays a major role in the transformation of an individual and also in the growth and development of the society and economic development of the country as a whole. All these factors have a tremendous impact not only on educational institutes even library and professional staffs working in the libraries in order to accomplish the aim and objectives of the organization in providing effective services. The effectiveness of the efficiency of library personnel in turn would largely depend upon their morale and job satisfaction.

Libraries are services oriented organizations. They are neither profit oriented nor production oriented organizations. The service oriented organizations ought to provide optimum services at minimum cost. The exponential growth of knowledge is causing abundant of documents in various forms such as book and non-books materials, print and non-print materials and others that is, electronic information materials. The demand for specialized information by the users has necessitated the library to repackage the information from various sources to suit the user's needs.

To adopt the use of modern technology in the libraries such as computers, RFID technology, machines and other paraphernalia to meet the needs of the users and to maintain the speed, accuracy and reliability have a considerable impact on libraries to know a variety of technical know how in order to work on them and guide the users properly. For this purpose the maximum utilization of the available staff is the only alternative to serve the library readers properly. Therefore it is essential to boost up the morale of the personnel as it is also necessary to develop a positive attitude among the library staff to gratify their needs. The job/professionals itself is a potential source for all types of need gratification. Hence, there is a need to understand and examine the various aspects relating to the needs of professional working in the libraries. These needs may be monetary or non-monetary, such as social recognition, professional and psychological. The present study examines the impact of ICT on job satisfaction of library professionals working in NMIMS Deemed University, Mumbai.

NMIMS Deemed University: NMIMS was established by Shri Vile Parle Kelvani Mandal in 1981 to offer the regular Master's degree program in Management studies (MMS) under the University of Mumbai. Based on the recommendations of University Grant Commission (UGC) and All India Council of Technical Education (AICTE), The Ministry of Human Resource Development, Government of India, accorded Deemed University status to NMIMS in 2003. It has established the eight schools offering programs at graduates, postgraduates and doctoral levels in various disciplines such as Management, Technology, Science, Pharmacy, Architecture, commerce and Law. Apart from its main campus at Mumbai, it has off-campus centers at Shirpur, Bangalore and Hyderabad.

NMIMS Library: NMIMS's R. M. library continued to progress and support the learning, teaching and research activities at the University. The Wi-Fi enabled library is modernized with the commercial library software, security systems, CCTV, etc. Library spends maximum budget on databases such as EBSCO, ProQuest, IEEE, CMIE, Crisil, Science Direct etc. It is tie-up with the Harvard and ECCH for case study teaching. NMIMS Library has transformed from a traditional library with manual transactions to an Electronic library and now is heading to digital library. University has separate library for Bangalore, Hyderabad and Shirpur campus.

Objectives: The main objective of the study are to understand the impact of ICT on job satisfaction and suggest the measures to improve the level of job satisfaction among library professionals working in NMIMS Deemed University, Mumbai.

Research Methodology: The study was mainly based on the primary data collected from the library professionals working in NMIMS Deemed University, Mumbai. A well-structured questionnaire was sent to all library professionals of the eleven libraries. To examine the impact of ICT on job satisfaction among library professionals were asked to tick mark against 25 statements listed in the questionnaire. Each statement consisted of five scale measurements i.e. SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree & SD – Strongly Disagree.

Literature Review: Literature review is backbone of any research work. Here we present important literature review related to job satisfaction and impact of information and communication technology on job satisfaction.

Niederman and Sumner (2004) study contrasts attitudes and attributes of current and former positions of Information Technology professionals who have changed jobs within the information technology field in management information system. It also examines relationships among key variables of tasks performed, salary, job satisfaction and external influences or shocks of the management information systems professionals. Results shows that heir is significant changes in tasks, salary and job satisfaction between former and current jobs. It also found that there is significant increases in project management and business analysis and decrease in 3GL and maintenance programming as well as differences in the amount of change for different elements job satisfaction.

Marais and Kruger (2005) study presents the information on the implementation of computerized information system within a bureaucratic environment. Authors status that information system or Business support information system is defined as an integrated system for the management and cost effective optimization of weapon systems. Study also says that the implication of information system in an organization should consider technical, organizational as well as human issues. The organizational issues to be considered during the implementation of information system are organizational culture, politics, size and level of bureaucracy. Authors identified human issues are resistance, involvement, training, motivation and acceptance of users. Study

concludes that, people working in bureaucratic organizations find themselves in a strictly regulated environment with a little chance of improvement.

Al-Qallar (2006) study investigates the effects of information communication technology on librarians in academic and research institutes in Kuwait. Survey conducted 147 librarians to study six job-related issues i.e. 1. Affective/philosophical reactions 2. Personal changes 3. Performance, workload and reward 4. Training and learning activities 5. Management issues and 6. Sources of service. Findings show that librarians are optimistic about technology and it improves their job performance and are up to the challenges that technology brings. Study concludes with that there is a lack of positive feedback from management acknowledgement their effort and performance. Lack of technically oriented professional staff and technological breakdowns are the most frequently checked stressors. Insufficient formal training programs create the highest level of stress.

Kacherki and Kannur (2011) study examines the impact of information communication technology on job satisfaction of engineering college librarians in Maharashtra. Findings indicate that majority of the library professionals are expressed low level of job satisfaction in ICT environment. Even users find it difficult to locate the information relevant to their needs due to multiplication of electronic resources. Authors suggest that developing library portals, which are transformational environments that address the problem of information glut by customizing information content to meet specific end-users needs. Study concludes that job satisfaction is important because it represents general human conditions. It requires attention, diagnosis and treatment.

Jayaraman and Maheshkumar (2013) study measure the level of job satisfaction of digital library professionals in Coimbatore city and how the job facets effect on job satisfaction of library professionals do. It is noticed from the data analysis respondents are less satisfied at their job. Conclude the study as causes for stress among employee, social status, managerial structure, policies and practices in term of digital changes and most important is continuous training to handle digital library

Bellary (2014) study discusses the factors influencing on job satisfaction of library and information science (LIS) professionals. He identified three types of factors i.e. organizational factors, job related factors and personal factors. He further says that LIS professional's job

satisfaction can improve the service quality and increase professional's satisfaction. In this case higher authorities of the organization have turned their attention to provide different kinds of facilities to their employees in order to satisfy their employees. Study concludes that organizational factors are the most important aspect for job satisfaction of the employees in any organization.

Mondal (2014) study presents the impact of ICT on job satisfaction of the technical staff of seven state funded general university libraries of West Bengal. Data analyses found that ICT work environment provide professionals higher level of job satisfaction. It is also found that ICT does not offer better opportunities for professional's growth, improvement of social prestige, status of personality. Study conclude with suggestions like provision of extensive in service, in-service training and post training incentives, avenues of promotions, comfortable ergonomic design of ICT workstation, improved working conditions, arrangement of periodic health checkup and stress releasing measurements.

Data analysis and Interpretations:

The detailed analysis of the questionnaires has been done in a proper way. Following lines helps us to know the responses for our questions. The questionnaires in divided in four parts i.e.

1. Background information
2. ICT related information
3. Impact of ICT on job satisfaction and
4. Suggestions to improve job satisfaction.

1. Background information:

In this section we covered name of the respondents, name of the college and professional experience. We are very happy to quote that 38.46 % of respondents has more than 10 years of experience in library science filed. It shows that NMIMS Deemed University appointed well qualified and experienced library personnel to develop libraries and marketing library products and services in Mumbai and other campuses of university.

2. ICT related information:

Our main purpose of the study is to examine the impact of ICT of Job satisfaction. To know this factor we asked very important questions related to ICT.

a. Enrollment for any course related to IT / Computer application: In this question we have listed some of the important courses related to IT / Computer applications which are very helpful for library management. The table – 1 shows that different course wise enrolled by the library professionals.

Table -1 Enrollment for any course related to IT / Computer application

Sr. No.	Name of the course	No. of respondents	Percentage
1	MCA	00	00
2	PGDCA	00	00
3	DCA	01	07.69
4	PGDIT	00	00
5	PGDLAN	01	07.69
6	Any other	02	15.38
	Total	04	30.76

It is surprise to quote that only 30.76 % of respondents are enrolled for IT / computer application courses after joining library science profession. 15.38 % of respondents enrolled for any other courses which are not listed in the questionnaire and 7.69 % of respondents enrolled for DCA and PGDLAN course respectively.

b. Internet facility in Library: In this digital world Internet is considered as one of the important media for information communication. It also saves our precious time even money also. In our present study Internet plays a major role in information communication and dissemination and it also impact of library personnel day to day work. Table – 2 shows Internet facility in library.

Table – 2 Internet facility

Sr. No.	Internet facility	No. of respondents	Percentage
1	Yes	13	100.00
2	No	00	00
	Total	13	100.00

We are very eager to express that NMIMS Deemed University is providing wi-fi enabled internet service to all the departments including library.

c. ICT experience in the library field: It is also very important to know ICT experience in the library field, because ICT popularly used from 1997 onwards in information and communication field followed by library science. Table -3 shows experience of ICT in the library field.

Table – 3 ICT Experience in the library field

Sr. No.	Internet facility	No. of respondents	Percentage
1	Less than 5 years	3	23.08
2	5 to 10 years	7	53.85
3	11 to 15 years	0	00
4	More than 16 years	1	7.69
5	Not at all	2	15.38
	Total	13	100.00

We are very happy to quote that NMIMS Deemed University libraries has well experienced library professionals in ICT field. Table shows that 53.85 % of library professionals have 5 to 10 years of experience in ICT field, 23.08 % professionals have less than 5 years of experience, 15.38 % of professionals they don't have any experience in ICT and 7.69 % of library professionals have more than 16 years of experience in ICT.

d. Training on ICT: The above table -3 forcing us to conduct series of orientation / training program for library professionals to update their knowledge in the ICT which are applicable to library field. A question was asked whether library professionals required any training to handle ICT product in library.

Table – 4 Training on ICT

Sr. No.	Training	No. of respondents	Percentage
1	Yes	7	53.85
2	No	6	46.15
		13	100.00

Table – 4 intimate that 53.85 % of library professionals says that they required training however, 46.15 of professionals says that they don't need any training program to handle ICT product in library.

e. ICT related professional activity: In this digital world many library professional associations and library of parent organizations are arranging workshops, conferences etc to update their skills. In our present study it is very important to know wither library professionals are actively participating in workshops, conferences etc. Table – 5 highlight the participation in ICT related activity in library field.

Table – 5 ICT related professional activity

Sr. No.	Particulars	No. of respondents	Percentage
1	ICT related training course attended	7	53.85
2	Conference / Seminar attended	7	53.85
3	Workshop attended	6	46.16
4	Paper submitted	5	38.16
5	Any other mode	1	07.69

WOW 53.85 % of library professionals participated in training course and conference / seminar related to ICT, 46.16 % of library professionals attended workshops, 38.16 % of library professionals submitted papers related to ICT followed by 7.69 % of library professionals attended other mode of activity related to ICT professional activity.

3. Impact of ICT on job satisfaction: Our prime objective of the study is to examine the impact of ICT on job satisfaction of library professionals working in NMIMS Deemed University. Table – 6 throw the lights on different statements related to job satisfaction. In this question respondents tick marked on five scale measurements.

Table - 6 Impact of ICT on Job Satisfaction

Sr. No	Statements	SA	%	A	%	N	%	D	%	SD	%
1	Helped to keep me up-to-date	7	53.85	5	38.46	1	7.69	0	00	0	00
2	Enabled enormous saving in time and efforts	4	30.77	6	46.15	3	23.08	0	00	0	00
3	Created a better quality of work environment	8	61.54	5	38.46	0	00	0	00	0	00
4	Made it mandatory to learn to use modern technologies	3	23.08	10	76.92	0	00	0	00	0	00
5	Upgrade my knowledge and skills	5	38.46	8	61.54	0	00	0	00	0	00
6	Made my work more interesting	7	53.85	5	38.46	1	7.69	0	00	0	00
7	Provided more variety in my work	5	38.46	6	46.15	2	15.38	0	00	0	00
8	Increased my job satisfaction	3	23.08	7	53.85	1	7.69	0	00	0	00
9	Information search and evaluation has become easy	6	46.15	7	53.85	0	00	0	00	0	00
10	Improved accuracy, consistency and reduced errors	5	38.46	6	46.15	1	7.69	1	7.69	0	00
11	Enabled to devote more of my time for user service	4	30.77	8	61.54	0	00	0	00	0	00
12	Increased my efficiency and performance	3	23.08	9	69.23	1	7.69	0	00	0	00
13	Improved my competence and performance	5	38.46	8	61.54	0	00	0	00	0	00
14	Enabled rapid communication	4	30.77	6	46.15	1	7.69	0	00	0	00
15	Improved my motivation at work	3	23.08	7	53.85	3	23.08	0	00	0	00
16	Offered new challenges and better opportunities for professional growth	4	30.77	8	61.54	0	00	0	00	0	00

17	Increased more dedication to the task	2	15.38	8	61.54	3	23.08	0	00	0	00
18	Added more responsibilities to my work	2	15.38	5	38.46	4	30.77	1	7.69	0	00
19	Reduced physical work / activity / movement	5	38.46	4	30.77	2	15.38	1	7.69	0	00
20	Reduced my workload by eliminating duplication of efforts	4	30.77	5	38.46	3	23.08	0	00	0	00
21	Improved my personality	2	15.38	9	69.23	2	15.38	0	00	0	00
22	Brought major changes in my work	3	23.08	5	38.46	3	23.08	1	7.69	0	00
23	Improved my status	2	15.38	6	46.15	3	23.08	1	7.69	0	00
24	Provided perfected autonomy to my work	3	23.08	5	38.46	4	30.77	0	00	0	00
25	Improved my social presage	3	23.08	5	38.46	4	30.77	0	00	0	00

SA – Strongly Agree, A – Agree, N – Neutral, D – Disagree & SD – Strongly Disagree.

The first statement is “helped to keep me up-to-date” for this 53.85 % of respondents are ‘strongly agree’, 38.46 % of respondents are ‘agree’ and 7.69 % of respondents are ‘neutral’. Second statement is “enabled enormous saving in time and efforts” to this statement 46.15 % of respondents are ‘agree’, 30.77 % of respondents are ‘strongly agree’ and 23.08 % respondents are ‘neutral’ for this statement. Third statement is “created a better quality of work environment” this is of the very important statement for library professionals 61.54 % of respondents felt that this statement is ‘strongly agree’ and 38.46 % respondents ‘agree’. Fourth statement is “made it mandatory to learn to use modern technologies” for this statement 76.92 % of respondents are ‘agree’ and 23.08 % of respondents are ‘strongly agree’. Fifth statement is “upgrade my knowledge and skills” for this statement 61.54 % of respondents are ‘agree’ and 38.46 % of respondents are ‘strongly agree’. Sixth statement is “made my work more interesting” for this statement 53.85 % of respondents are ‘strongly agree’, 38.46 % of respondents are ‘agree’ and 7.69 % of respondents are ‘neutral’. Seventh statement is “provided more variety in my work” this is one of interesting statement for this 46.15 % of respondents are ‘agree’, 38.46 % respondents are ‘strongly agree’ and 15.38 % of respondents are ‘neutral’. The eight statement is “increased my job satisfaction” for this statement 53.85 % respondents are ‘agree’, 23.08 % of respondents are ‘strongly agree’, 15.38 % of respondents are did not tick marked to this statement and 7.69 % of respondents are ‘neutral’. Ninth statement is “information search and evaluation has become easy” for this statement 53.85 % respondents are ‘agree’ and 46.15 % of respondents are ‘strongly agree’. Tenth statement is “improved accuracy, consistency and reduced errors” to this statement 46.15 % respondents are ‘agree’, 38.46 % of respondents are ‘strongly agree and 7.69 % of respondents ‘neutral’ & ‘disagree’ respectively. Eleventh statement is “enabled to devote more of my time for user service” for this statement 61.54 % of respondents are ‘agree’, 30.77 % of respondents are ‘strongly agree’ and 7.69 % of respondents are did not marked to this statement. Twelfth statement is “increased my efficiency and performance” for this statement 69.23 % of respondents are ‘agree’, 23.08 % of respondents are ‘strongly agree’ and 7.69 % of respondents are ‘neutral’. Thirteenth statement is “improved my competence and performance” for this statement 61.54 % respondents are ‘agree’ and 38.46 % of respondents are ‘strongly agree’. Fourteenth statement is “enabled rapid communication” for this statement 46.15 % of respondents are ‘agree’, 30.77 % of respondents are ‘strongly agree’, 7.69 % of respondents are ‘neutral’ and 15.38 % of respondents are did not tick marked to this

statement. Fifteenth statement is “improved my motivation at work” for this statement 53.85 % of respondents are ‘agree’ and 23.08 % of respondents are ‘strongly agree’ also ‘neutral’. Sixteenth statement is “offered new challenges and better opportunities for professional growth” for this statement 61.54 % of respondents are ‘agree’ however 30.77 % of respondents are ‘strongly agree’ and 7.69 % of respondents are did not tick marked to this statement. Seventeenth statement is “increased more dedication to the task” for this statement 61.54 % of respondents are feel that this statement we can ‘agree’, 23.08 % of respondents are ‘neutral’ and 15.38 % of respondents are ‘strongly agree’. Eighteenth statement is “added more responsibilities to my work” for this statement 38.46 % of respondents are ‘agree’, 30.77 % of respondents are ‘neutral’, 15.38 % of respondents are ‘strongly agree’ however 7.69 % of respondents are ‘disagree’. Nineteenth statement is “reduced physical work / activity / movement” for this statement 38.46 % of respondents are ‘strongly agree’, 30.77 % of respondents are ‘agree’, 15.38 % of respondents are ‘neutral’ and 7.69 % of respondents are ‘disagree’. Twenty statement is “reduced my workload by eliminating duplication of efforts” to this statement 38.46 % of respondents are ‘agree’, 30.77 % of respondents are ‘strongly agree’ and 20.08 % of respondents are ‘neutral’. Twenty-first statement is “improved my personality” for this statement 69.23 % of respondents are ‘agree’ however 15.38 % of respondents are ‘strongly agree’ and ‘neutral’ respectively. Twenty second statement is “brought major changes in my work” for this statement 38.46 % of respondents are ‘agree’, 23.08 % of respondents are ‘strongly agree’ and ‘neutral’ respectively, however 7.69 % of respondents are ‘disagree’ for this statement. Twenty third statement is “improved my status” for this statement 46.15 % of respondents are ‘agree’, 23.08 % of respondents are ‘neutral’, 15.38 % of respondents are ‘strongly agree’ and 7.69 % of respondents are ‘disagree’. Twenty-fourth statement is “provided perfected autonomy to my work” for this statement 38.46 % of respondents are ‘agree’, 30.77 % of respondents are ‘neutral’ and 23.08 % of respondents are ‘strongly agree’. Twenty-fifth statement is “improved my social presage” for this statement 38.46 % of respondents are ‘agree’, 30.77 % of respondents are ‘neutral’ and 23.08 % of respondents are ‘strongly agree’.

Finding & Suggestions:

Data analysis shows that majority of the library professionals are agree for our statements which are really helpful to identify the impact of ICT on job satisfaction. It is also found that

majority of the library professionals are love to work with ICT in library field. Here we listed some of the important motivational factors which help our library professionals to increase their level of job satisfaction.

- Attend seminar / workshop / conferences related to ICT at regular interval to up-date yourself.
- Update yourself by reading conference proceeding, papers presented by the well know personalities in the library field.
- Visit well-known library websites like OCLC, LC, BCL etc. to understand new developments in IT field and its usage.
- Read library user manuals to cup-up with new developments in the ICT which are already installed and using it.
- Communicate with ICT developer regularly.

Conclusion:

Job satisfaction is a combination of two words i.e. job and satisfaction; work, occupation, job and positions have generally been used interchangeably. Job satisfaction of the library professionals totally depends on the economic, social and cultural conditions of the country. ICT now plays major a role in the job satisfaction of library professionals. Higher authority of the organization should encourage by liberally deputing the library professionals to attend training programs, conferences and by providing incentives in the form of reimbursement of course fee as well as additional increments on completion of course / acquisition of additional qualifications related to ICT.

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