

Original Article

Total Quality Management in Academic Libraries: A Study

Sivankalai, S* and Thulasi Kavitha Yadav, S**

Chief Librarian, Paavai College of Engineering, Namakkal – 637 018. Tamil Nadu, India

Librarian, Hindustan College of Arts Science, Chennai – 600 020. Tamil Nadu, India.

ABSTRACT

This Paper aims to analyses and evaluate the TQM in Academic Libraries with a view of examining the exposure of library professionals. Besides, it aims to highlight the problems encountered by the professionals and suggests some measures for its improvements. The authors investigate the professionals through a survey based on structure questionnaire. Various statistical methods have been used for data analysis. The study confirmed that professionals are aware of the attending the various types of conferences, seminars, workshops and programme and college should conduct some library events and programmes.

Key Words: Quality Libraries, Quality Management, Academic Libraries,

INTRODUCTION

The growing needs of information make the Librarians to think in a logical way so as to satisfy the users at a large. Library is the centre of any academic institution. While class room teaching provides for learning, the libraries disseminate a wide range of knowledge required to excellent and intellectual heights. Libraries supplement the instructional work of class rooms and carry forward the ideals of education. Thus, the libraries provide the informal education, guiding the learners to search vast range of material available. The libraries are gradually being recognized for their academic services, and they are occupying prominent position in education, throughout the world. Since the libraries are information providers, import knowledge by means of meticulous reference, sometimes they are termed as information centers or knowledge center.

Quality based organizations should strive to achieve perfection by continuously improving the business and production process. Of course, perfection is impossible because the race is never over; however, we must continually strive for its attainment. TQM, TQM, is a method by which management and employees can become involved in the continuous improvement of the production of goods and services.

TQM - DEFINITION

This is a general process framework that grew out of the work of Deming in Japan after WWII. The framework is focused on specifying the processes necessary to ensure incremental process improvement. Unlike most process frameworks, this one also provides a large number of intellectual tools to be used during process improvement and it also defines some processes in considerable detail.

TQM (TQM) is a comprehensive and structured approach to organizational management that seeks to improve the quality of products and services through ongoing refinements in response to continuous feedback. TQM requirements may be defined separately for a particular organization or may be in adherence to established standards, such as the International Organization for Standardization's ISO 9000 series. TQM can be applied to any type of organization; it originated in the manufacturing sector and has since been adapted for use in almost every type of organization imaginable, including schools, highway maintenance, hotel management, and churches. As a current focus of e-business, TQM is based on quality management from the customer's point of view.

Development of Approaches to Academic Library Effectiveness

TQM movement began to be adopted in libraries, there have been a rash of practical and theoretical publications outlining the basic concepts and how to apply them. Jurow and Barnard (1993), Siggins and Sullivan (1993), Riggs (1993), and Shaughnessy (1993) are but a few of the most useful examples. This literature in fact brings together many previous issues and approaches, for example Riggs, (1992a), Whitehall (1992), and Clack (1993) blend TQM, organizational development, and strategic planning. The rapidity and fervor with which TQM has swept organizations has led to

misconceptions and skepticism. TQM does not imply a new kind of measurement, although it does urge the use of measurement tools for tracking processes and deducing performance problems. At the other extreme, TQM does imply some form of benchmarking or process control, more than just participatory management or quality circles; some articles that purport to describe quality approaches reveal little more than traditional consultative and consensus management styles. The emphasis on user surveys is not new, but the reorienting of the whole organization toward a focus on customer satisfaction, the broadening of the definition of customer, and the evaluation of processes with this in mind goes beyond earlier views of how to solicit and interpret use and user data.

Benchmarking

Benchmarking is a systematic method by which organizations can measure themselves against the best industry practices. It promotes superior performance by providing an organized framework through which organizations learn how the “best in class” do things. Understand how these best practices differ from there is the process of borrowing ideas and adapting them to gain competitive advantage. It is a tool for continuous improvement.

Benchmarking is an academic technique to business performance. If is used to compare performance between different organization and different units within a single organization undertaking similar processes. It is an ongoing method of measuring and improving products, service and practices against the best that can be identified in any institution anywhere. The basic premise behind benchmarking is that to deliver quality, you need to compare your business against the “best in class” business and then make changes to your operation so that quality is enhanced.

Quality Library System

Each one gives his or her own definition, but one meaning of quality is customer satisfaction through product or by service. The customer in the academic library is the user/reader/student. Here the customer is not an outsider, but part of the academic community.

As a response of this challenge of quality, India's University Grants Commission (UGC) has set up NAAC (National Accreditation and Assessment Council). NAAC conducts audits and inspections on the quality of service provided by educational institutions, including library service. Grants are linked to the outcomes of these assessments. In light of this, academic libraries must develop systems, philosophies, and strategies for managing quality.

The primary purpose of an academic library is to support the teaching, research, and other academic programs of its parent organization. An academic library is part of a service organization which delivers products personally to the customer.

Managing Quality in an Academic Library

The quality of academic libraries is connected with services, product as well as staff, Facilities. High quality staff can transform even the poorest library into an operation offering excellent service. Because libraries are service organizations, the quality in the context of a library is often treated as the quality of service

In a service organization like an academic library, customer satisfaction means fulfilling expectations. Librarians must find out what readers want and concentrate upon providing it. Designing an appropriate service means asking

In a library there are basically two types of customer: those who are in a hurry and those who want to kill time. An academic library has to identify these and serve them accordingly.

Concept of Continuous Improvement by TQM

TQM is mainly concerned with continuous improvement in all work, from high level strategic planning and decision-making, to detailed execution of work elements on the shop floor. It stems from the belief that mistakes can be avoided and defects can be prevented. It leads to continuously improving results, in all aspects of work, as a result of continuously improving capabilities, people, processes, and technology and machine capabilities.

Continuous improvement must deal not only with improving results, but more importantly with improving capabilities to produce better results in the future. The five major areas of focus for capability improvement are demand generation, supply generation, technology, operations and people capability.

ISO 9000 Series TQM in Academic Library

There are various reasons for implementing a quality system that conforms to an ISO standard. The primary reason is that improvement in process or system and a desire for global deployment of information and service. As more or more institution registered, they are requiring their subcontractors

A family of standards and guidelines for quality in the manufacturing and service industries from the International Organization for Standardization (ISO). ISO 9000 defines the criteria for what should be measured. ISO 9001 covers design and development. ISO 9002 covers production, installation and service, and ISO 9003 covers final testing and inspection. ISO 9000 certification does not guarantee product quality. It ensures that the processes that develop the product are documented and performed in a quality manner.

ISO 9000 STANDARDS

- Voluntary standard that is quickly becoming the norm
- Series of quality standards defined by the International Organization for Standardization
- Certification to an ISO 9000 standard means that the firm has a quality management system in place that ensures consistency of output quality
- Takes 9 to 18 months to get certified
- ISO 9000 does not prescribe particular practices but requires that businesses implement three-component cycles. Activities affecting quality must be:

Principles and Processes

A preliminary step in TQM implementation is to assess the organization's current reality. Relevant preconditions have to do with the organization's history, its current needs, precipitating events leading to TQM, and the existing employee quality of working life. If the current reality does not include important preconditions, TQM implementation should be delayed until the organization is in a state in which TQM is likely to succeed.

If an organization has a track record of effective responsiveness to the environment, and if it has been able to successfully change the way it operates when needed, TQM will be easier to implement. If an organization has been historically reactive and has no skill at improving its operating systems, there will be both employee skepticism and a lack of skilled change agents. If this condition prevails, a comprehensive program of management and leadership development may be instituted. A management audit is a good assessment tool to identify current levels of organizational functioning and areas in need of change. An organization should be basically healthy before beginning TQM. If it has significant problems such as a very unstable funding base, weak administrative systems, lack of managerial skill, or poor employee morale, TQM would not be appropriate

Implementing Quality Management: From Theory to Action," the book is a TQM Implemented best solution is selected it can be used in academic library. The point has the objective of preparation, obtaining approval, and implementing the method of improvement.

REVIEW OF LITERATURE

It has been concluded that Ljubljana university libraries highly quality staff and building so many users using that libraries. All the students and teaching staff fully improved the Knowledge. Nana Turk, Building a culture of quality assurance in the libraries of the University of Ljubljana, New library world (Nana Turk, 2007).

Rowley, Jennifer has "Making sense of the quality maze: perspectives for public and academic libraries" The libraries any types information deliver to staffs and public very quickly any types of management systems or any governments. The quality performance management and impact assessment regions that affect public and academic libraries in the UK. Different quality on the library and information services from differed level in the organization has consulate customer all time needed the quality services the libraries but libraries staff any time delivery for information services. Through the online services and some database using for libraries. Jennifer Rowley, Making sense of the quality maze: perspectives for public and academic libraries, Library management (Jennifer Rowley, 2005).

Wilson, Frankie and Town, Stephen J have attempted to study on "Benchmarking and library quality maturity" has attempted to study on Benchmarking using on last 25 years business and industry know using for benchmarking in academic libraries simony benefits given for customer or reader benchmarking has been applied in academic libraries in the UK since 1995, with successful examples

documented in the literature he concluded benchmarking should be viewed as a tool organization at a high level of quality systems. It can have ready long terms improvement in academics libraries if applying in benchmarking. Frankie Wilson and Stephen J Town, Benchmarking and library quality maturity (Frankie and Town,2001).

NEED FOR STUDY

Library becomes integral part of any educational institutions. The image of the Libraries can be enhanced only by improving the routines and services. In this regard , there are many techniques adopted to maximize the use of resources available in Libraries. Periodical survey alone will lead to improve the Library system. The present study aims to identify the level of awareness on TQM among the working professionals of academic libraries. Hence the topic is chosen for the study.

OBJECTIVES

1. To identify the level of awareness on TQM among the library professionals,
2. To analysis the working environment,
3. To trace the familiarity of accreditation bodies,
4. To know the effectiveness of benchmarking,
5. To find out the effective services of academic libraries in the study area,
6. To draw the suggestions for the effective implementation of TQM

RESEARCH METHODOLOGY

The study covers working library professionals in the academic libraries. A structured questionnaire was designed to collect data from the engineering and Arts & science college librarians, keeping on mind the basic objectives of the study. The data was personally collected from the academic librarians & assistant librarians.

DATA ANALYSIS

Table 1. Opinion about working hours

Opinion	No. of Respondents	Percentage
Convenient	36	60
Inconvenient	22	36.7
No opinion	2	3.3
Total	60	100

The Analysis of table shows that as high as 60 of the respondents felt that the working house is Convenient, 36.7 of the respondents have referred it was inconvenient and the rest 3.3 of respondents did not come forward to give any opinion.

Table2. Accreditation by NAAC/NBA

Accreditation BY NAAC/NBA	No. of Respondents	Percentage
Yes	18	30
No	42	70
Total	60	100

The above table indicates that 70 of the respondents state that their Institutions don't have NAAC/NBA Accreditation and 30 of the respondent's state that their Institutions have don't NAAC/NBA Accreditation.

Table3. Opinion about Benchmarking

Opinion	No. of Respondents	Percentage
Strongly agree	12	20
Agree	28	46.7
Strongly disagree	2	3.3
No opinion	16	30
Total	60	100

The above the table indicates that 46.7 of respondents have agree about benchmarking, 30 of the respondents are not having any opinion about benchmarking, 20 of respondents have strongly agree about benchmarking and 3.3 of respondents have strongly disagree about benchmarking.

Table 4. Opinion about application Benchmarking

Opinion	No. of Respondents	Percentage
Strongly agree	17	23.3
Agree	24	40
Strongly disagree	6	10
No opinion	16	26.7
Total	60	100

The above the table shows that 40 of the respondent’s opinions agree about application benchmarking and 23.35 of the respondents opinions strongly agree and 26.75 of the respondents no opinions.

Table 5. Opinion about Effective Services

Opinion	No Respondents	of Percentage
Circulation	34	56.7
Reference	16	26.7
Online service	10	16.7
	60	100

The above table states that 56.7 of the respondents agree that they have effective circulation services and 26.7 of the respondents agree that they have very good Reference services and 16.7 of the respondents of agree that they have very good online services.

Table 6. Opinion about Improvement of Service Areas

Opinion	No. of Respondents	Percentage
Circulation	20	33.3
Reference	28	46.7
Online service	12	20.0
Total	60	100

The above table states that 46.7 of the respondents agree that they have improvement of reference service and 33.3 of the respondents agree that they have improvement of circulation service and 20.0 of the respondents of agree that they have improvement of online service.

Table 7. Awareness and TQM

Awareness of TQM	No. of Respondents	Percentage
To a greater extent	12	20
Some extent	22	36
Extent	18	30
No opinion	8	13.3
	60	100

The table indicates that 36 of the respondents are some extent awareness of TQM and 30 of the respondents are extent awareness of TQM and 20 of the respondents are to a greater extent awareness of TQM. 13.35 of the respondents No opinion awareness of TQM.

Table 8. Opinion about the of NBA & AICTE

Opinion	No. of Respondents	Percentage
Strongly agree	28	46.7
Agree	30	50
No opinion	2	3.3
Total	60	100

The above table indicates that 53.3 of the respondents opinion about NBA & AICTE agree and 46.7 of the respondents opinion about NBA & AICTE Strongly agree and only 3.3 of the respondents no opinion about of NBA & AICTE.

Table 9. Opinion about Periodical Training

Opinion	No. of Respondents	Percentage
Strongly agree	20	33.3
Agree	36	60
Strongly disagree	2	3.3
Disagree	2	3.3
Total	60	100

The above the table shows that 60. of the respondents opinion about essential of periodical training is agree, 33.3 of the respondents about essential of periodical training is strongly agree and 3.3 of the respondents about essential of periodical training is strongly disagree and disagree.

Table 10. Periodical of Seminar and TQM

Periodical	No. of Respondents	Percentage
Yes	16	26.7
No	44	73.3
Total	60	100

The above the table shows that 73.3 of the respondents are not attended the seminars TQM and 26.7 of the respondents are attended the seminars TQM.

CONCLUSION

Over the past decades technological break through has influenced the working pattern of Library and information centers. The traditional image of the Library and its professionals has also transformed. The changing needs of the users, the information professionals are supposed to equip themselves with the emerging concepts. TQM leads to identify the productive growth of academic environment. This study concludes that most of the Librarians do agree that this kind of concepts will elevate the existing system.

RECOMMENDATIONS

- ❖ Librarians should be trained on par with the institutions of national importance.
- ❖ They should be sent to attend seminars and conferences on TQM.
- ❖ They should be individual building for libraries and additional providing maximum staffs
- ❖ High Quality services, Quality Collection

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