Analyzing Quality Management Move towards Quality Service in Libraries

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Abstract

Quality matters have all the time been somewhat tricky in service area like library. Increasing prospective of customers for superior services has forced libraries to take up quality executive initiative into their allied services. Quality management (QM) approaches always move towards the enrichment in customer satisfaction. Library is the type of service sector in which the users and service providers always meet personally every time with each other. A library is a place where it is always required to provide an atmosphere to satisfy the needs of customers as well as staff involved. The librarians must integrate all their available resources to maintain a good quality culture at their station. In this paper, the authors make an effort to travel around various facets of QM in the context of library services and introduce a service quality model to run the libraries in healthy environment.

Keywords: Quality Management, Total Quality Management, Quality Service, User Satisfaction.

Introduction

Rising competition within the service sectors have created a scenario to adopt QM initiatives to satisfy their user's expectations. Presently, the country is promising as an educational center and attracting gains of students from other parts of the world also. The country has an immense and wealthy network of educational institutes. The government policies have also been highly positive and aim to create a qualified workforce on a large scale. But with this it is very important to manage this huge quantity of education institute as it also is a sign of the growing concern of educationists on lack of planned planning on quality issues to get better sustainability. In providing a good culture in the education institutes, most important source of good education is books and that's too the quality books. The store addresses the books in any educational institute is library. The key principle of a library is to provide an assistant to teaching, literature for research activities and recent information to their users. In an academic library the customers receive the services nonstop from the service source[1].

Libraries are the most recent to take up quality management (QM) practices. For an extended era, librarians considered them self as caretaker of information but the main role of a library is to act lively representative in transmitting the knowledge. In today's fast changing scenario, to sustain in this environment and to keep their users comfortable, it is required to adopt QM approaches in libraries[2]. In the industries where the product is manufacture, the user is always cut off but in service sector like library the user's expectations always directly in the hands of staff providing services. So it is always required to understand the quality administration move put into practice successfully[3]. In the

earlier period using extra money, collecting the large number of books and using huge space are considered to make a first-class library but now a day it is required to follow the principles of QM such as cubic space, overall integration and flexibility in providing quality way of life in libraries. For providing the right information to right user at right time, a librarian should have to follow the theories of QM[4]. QM attributes always insist the libraries in improving their services and provide the directions to move towards quality services in libraries.

Research Background: The purpose of this section is to explore the variety of explanation on Quality, QM, and TQM (Total Quality Management) provided by several researchers in relation to service provided in libraries. Based on an broad literature review, the following issues have been mainly addressed in the present research work and these are: i. Concept of Quality in Libraries, ii. Concept of TQM in Libraries

Concept of Quality in Libraries

Quality is fulfillment of customer's expectation[5]. It always grants the information of optimum utilization of available items[6]. From the olden time, quality is considered as the basic requirement of any activity[7]. For the survival of a service organization, it is required to make their customers happy[8]. Providing quality should be the basis attitude of a librarian to deliver uppermost quality of service[9]. It is always required to observe the nature, characteristics and linkages between library staff and customers in the library system for successful implementing QM programme[10]. Fulfilling the necessities and expectations of the users considered to be the

quality service in libraries[11]. For quality services it is required to provide the information in right form and at exact time to the users[12]. Librarians should have to arrange recent information data in their activities to fulfilling the requirement of users[13]. Quality library services also involved to have the respond of every quarry of their users[14]. It can also be said that quality service in libraries means to satisfy users and fulfillment of staff expectation with good experience[15].

Concept of TQM in Libraries

Firstly the concept Total quality management developed by the Japanese and after that it is accepted by USA and UK. In the beginning, it is assumed to be only meant for manufacturing industries producing products. TQM has its genesis in industrial surroundings and this is frequently cited as a cause for it being inappropriate for taking on by service-oriented organizations[16]. As a management viewpoint, TQM again be shaped into many QM approaches[17] and with some basic principles introduce in libraries also. This section focuses on total quality management (TQM) in the library sector. The key critical factors of TQM like management involvement, staff training, leadership, motivational initiatives, safety, satisfaction have persist the librarians to implement the concept of TQM in libraries[18]. To survive in this global era, today's librarians have to provide high quality services to their users[19]. For successful implementing TQM in libraries, it is required to make the change in attitude of the library professionals and a culture change in libraries for better understanding of the users[20]. The process of continuous improvement is essential for effective execution of TQM in libraries[21].

TQM helps the libraries by maintain communication effective between users and staff and attainment a status of nonstop improvement[22]. Total Quality Management is a move based on the contribution of management, involved staff, customers and available assets and planning to build a permanent step up progress in maintaining a quality services in libraries. This can only be achieved by creating a culture of quality integration which involve customer satisfaction, staff satisfaction, society satisfaction and management satisfaction[23]. Key function of libraries practice is the regular spotlight on client consideration and fulfilment of their demand[24]. Libraries are perfect consigns to implement TQM because these are service oriented organizations devoted to their users. TQM in Library and Information centre may help us in improved quality of services and developing systematic record of all the documents available in the library[25].
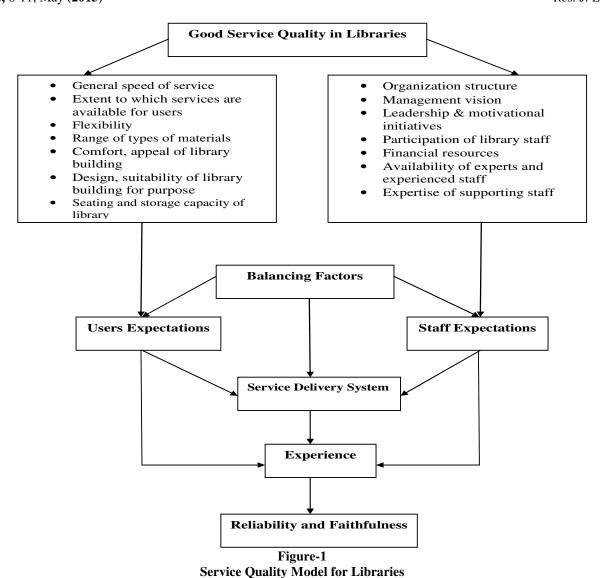
Service Quality Model for Libraries

From the literature survey, many key critical factors have been identified related to quality management in relation to users and staff and being arrange in the creation of service quality model as shown in figure 1. The quality of libraries always connected with services provided to users as well as staff and facilities. Availability of skilled employees can renovate a sick library into a library providing outstanding service quality. In service organization, producers and users meet and interact always face to face. To maintain a good quality culture inside the library, with fulfil the expectations of users, it is always required to full fill the expectation of staff involved in library. Management vision, leadership and team work plays an important role for library collection development as well as quality service for user communities[26].

The model of service success developed is as shown in figure1. It stresses the significance of behavioural considerations among the users and staff participate providing service in libraries. This model proposes that for successful quality improvement, a balance between library users and library staff expectations is required. According to this model the important contributor to service quality is the significance and usefulness of the service delivery system. The model recognizes the key critical factors that considerably control and maintain the service values. It shows how the staff expectations and customer's expectations go parallel and depends upon with each other to provide quality service.

Conclusion

Study shows that organizations that effectively put into practice approaches of QM in libraries perform better as well as creates a healthy culture in relation to employment satisfaction and customer satisfaction. It has been found that QM in Libraries makes progress in making benchmark of the library and also facilitates to improve the ability and endowment of the library employees. The definitive goal of the library is to satisfy its users. This can be achievable by move towards quality services provided in libraries. This research is to prepare discussion on QM application in see how it fits in with significance and operational superiority initiatives from manufacturing to service part. This paper also illustrates a service quality model by means of key critical factors of QM related to user and staff of libraries. Thinking about the concept of this model in libraries will make libraries an efficient and more helpful with less effort and less grievances.

Figure-1
Service Quality Model for Libraries

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