Quality of Work Life Among Women Library Professionals in an Electronic Environment

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ABSTRACT: *Information and communication technology has rapidly changed across the globe which created new challenges and opportunities in the library science field. It is equipped well to the library professionals and improve their quality of work in libraries. This paper dealt with the quality of work life in women library professionals, methods for improve the quality of work, benefits, components, requisites for quality of work life .*

1. Introduction

Today information industry offers advanced technology based services and products which enforced information organization to hire and skilled personnel. Quality of work life is important to organization and personal outcomes. Quality of work life is the degree to which members of a work organization are able to satisfy important personal needsthrough their experiences in the organization.Quality of worklife depends on job related experiences of an individual. Healthier qualities of work life enhances the image of organization and encourage the entry of new talents in to the profession. Quality of work life not only include profession based activities but also factors that reflect life satisfaction. Library and information centers as a catalyst of societal development and is the agency of better service for educational development in our nation. Library professional is the agents or intermediates of library users and resources(services).The efficiency and attitude of library professionals influence the organizational or institutional good will and success. So maintaining a skillful and qualified work force is absolutely inevitable in the library and information sector in higher education sector. If the professionals are not satisfied with the work life which affects the overall success of the organization. Good or sound authorities create a good work environment that motivates library professionals to supply their efficient and ensure their commitment .Work life satisfaction is an output of good work environment.

Library and information centers and its quality of service must be one of the most essential element in the development of higher educational institutions for teaching and research. The efficiency and attitude of the library professionals influence the libraries or educational institutions goodwill and success. This makes the successful human resources very important in library and information science sector. A good working environment gives proper balance between worklife and family life. Library professionals play a verycrucial role in a service oriented sector like library and information centers. So maintain skillful and efficient manpower, it is necessary to improve their quality of services. Quality of work life in library professionals is associated with satisfaction with wages, good working condition, safe working environment, equal promotionalopportunities, career empowerment, technological advancement, social relevance of work, support of colleagues, support of family members, etc. The success of libraries depends on the quality of professionals and their services, the quality of library professionals depends upon the quality of work life. To retain a good talent in the organization it is important for the organization that they should have low stress level and high quality of work life among women library professionals which leads to better organizational commitment. Quality of Work Life is the essential concept of favorable situations in a working environment for women library professionals.

Women library professionals enabling confident users of ICTs. With women empowerment as a key objective ,they can use technology to successfully build personal confidence and self-esteem that has had wide implications of women's live. Technological capability in women library professionals enhance their quality of work in libraries. ICT is a powerful tool for women to overcome discrimination which achieve full equality, well-being and participation in the decision that determine their lives and future of their commitment in work. The impact on ICT in the libraries has a new changes, new products, new services, new marketing strategies, apply various best practices and digital library services for users to their desired needs. With the help of ICTs, quality of work provide by library professional's to satisfy the users their various information needs. Women library professionals are engaged in the total quality management of libraries. They conduct or organize seminars, workshop, user orientation program to motivate or inspire in new technological service in libraries.

2. Benefits of Quality of Work life

♣ Women library professional can balance their work life and personal life better. This help to reduce stress and work properly.

♣ Quality programmes like quality circle helps to reduce library professionals stress and workplace conflicts. This also improve the physical, psychological and social conditions of women library professionals.

♣ Quality of work life programme improve women library professionals job satisfaction and commitment to the institutional goals.

♣ Quality of work life programme also development and growth of the individuals in their personal life and professional life.

♣ Improve better relationship with male colleagues & female colleagues, superiors etc.

♣ Leads to effective utilization of creative abilities of women library professionals.

♣ Quality of work life programme enhance the work-life balance and job satisfaction, high job satisfaction leads to career empowerment of women library professionals.

3. Methods to Improve Quality of Work Life

The concept of quality of work life aims at identifying and implementing alternative programmes to improve the quality of professionals as well as personal life of the library professionals of an organization. These programmes motivate library professionals not only their economic needs but also their social and psychological needs.

Flex Time
It includes flexitours, gliding time, variable day etc. Authorities given more freedom to choose women library professionals time of work in large libraries, it automatically increases their efficiency and quality of work.

Flexi Place
In a large library, the women library professionals has an opportunity to select the location of works he prefers. The development

of communication technology enabled this kind of working and networking.

Alternative Work Schedule
This option helps to women library professionals work for a certain number of hours every day,though the schedule differs from the traditional work schedule. It includes a combination of both fixed and flexible schedule.

Job Enrichment
Job enrichment mean to the process of making jobs more interesting, satisfying and challenging by adding new contents to it.

Job Rotation
Placing of women library professionals in different housekeeping operations in libraries in different times for acquiring various skills and abilities and to avoid monotony and frustration.

Job Enlargement
The process of increasing the operating cycle of work.

Quality Circle
It is a small group professionals meet regularly for identifying the related problems that arise during the course of their work. The main purpose of the quality circle is the development of effective utilization of man power resources by improving their quality of work life.

Motivation and Mentoring
Mentoring helps to women library professionals on the following ways ie, help in women advance in organizations by building their self-confidence, provide them career guidance, provide them an insight in to career developmental activities, to help women library professionals to overcome gender related barriers for advancement in organizations.

4. Components of Quality of Work Life

Wellness in the Work Place
Well-being, safe and healthy working condition is a prime factor of quality of work. Well-being among physical (health and energy), social relational (such as respect, balance and connectedness) and psychological well-being (stress, mood and emotion). Organization should realize the wellness results in high quality of work life of women library professionals.

Career Development Opportunities
A library professional who claims that his or her organization provides greater career advancement, is highly engaged in the quality of work activities. At the core of career development are the learning and development facilities which the organization needs to provide in right spirit. Numbers of career development activities provided by Universities for library professionals. i.e., refresher courses, orientation programmes, seminars, workshops etc. that enhance the library professional 's quality of work life. It will help to measure their work efficiency and can attain personal development.

Advancement of Technology
ICT resources for promoting innovation and enhancing the work efficiencyn. ICT has also changed the conventional method of library services. Technology has brought with many changes in the quality of work life of librarians who have successfully made the transition from forgetting past practices and learning new ones and quickness to acknowledge the importance to the role of quality of work life. In foreign countries social networking sites helps to improve the quality of work life of library professionals. Singapore Nnyang Technological university Library's motto -POSE.

P-presence-be on the same playing field as users

O-outreach-increase methods and channels of outreach

S-service-explore new ways of delivering services to users

E-engage-help users leverage on social networking tools

The important reason to enable of social networking information services in libraries is to connect with patrons all time,even after the libraries working time. Development of information and communication technologies have enabled libraries to provide wide public access to all, and to bridge the gap between the local, national and global level. Library professionals enhance the various services through social networking sites ie, events alert, new arrivals alert, new services, sharing pictures and videos, sharing link (impotant news, announcement of Govt, book review, author information), etc are possible social networking sites. So that ICT technologies in libraries enhance the quality of work. By using social media in libraries can promote their users service, resources, events and communication. Mobile technology helps the librarian's quality of work life. They provide M-OPAC service, SMS alerts, mobile document supply, Podcasts, QR code, quick reference service etc.

Social Relevance of Work
Library professionals job creates more social responsibility and high occupational and social status. Every library and information centers has multiple objectives with social relevance of work including adequate library services to ensure the library user and create a good public image. The basic task in the libraries are the effective utilization of resources and provide better services or best practices for the achievement of research and educational growth in nation development. The library professionals play an important role in the realization of educational enrichment activities in our country. If the quality of work life is not properly motivated the organization will not be able to acquire the desired results. There for the library professionals should be managed with the utmost care to inspire encourage and impel them to contribute their maximum for the achievement of libraries educational goals. High caliber professionals enhance the organizational image.

Working Relationships
Maintain quality of interpersonal relationship with superior, peers and subordinates. Harmonious relationship between authorities and library professional is a very important factor in improving the quality of work life. The healthy relationship between male and female collogues and authorities helps to reduce work place conflict raise staff morale and increase the quality of overall services of the library. For the smooth functioning of the library interpersonal relationship and free communication are necessary among the women library professionals.

Required Qualities for Women Library Professional in the Libraries To Enhance their Quality of Work Life
Today the women library professionals performed quality depends upon the following skills ie, managerial skills, knowledge of information source & services, knowledge policies procedures, issues and standards, time management skills, knowledge management skills, informaion & digital literacy skills, leadership skills The totality of knowledge aptitude, creativity, skills attitude, values, aspirations attitude of the women library professional in libraries.

Vision
Library professionals must possess the quality of vision as being realistic, credible, attractive future for libraries.

Dreams
Dreams allow library professionals, to imagine hope to enter a state of abstraction, and engage in a wild fancy about the library's future.

Creativity
Successfully library professionals are generally a creative people. The library authorities have to create a work environment where in the librarians mental capacities are challenged via creative endeavors, and the librarians must demonstrate creative skills in moving the library into the future.

Innovation and Entrepreneurship
An innovative strategy focuses on new and different approaches for delivering library services. The other meaning the best practices apply for the libraries' all services. Entrepreneurs tend to be very focused on the completion of a new service or product. Marketing skill is very essential in librarians.

Planning

Strategic planning offers the creative library professional the flexibility to address and implement various options for realizing the library goals and objectives.

Communicating
Library professional must be communicates the value of library serviceto decision makers, staff and users, communicate clearly and respectfully with customers and collogues.

Transforming
Women library professionals must transforming the new ICT environment library services. Library professionals that anticipate and adopt new technologies for the better future of their survive.

Inspirational Motivation
Inspirational motivation must enhance the harmony,charity and good works .

Barriers to Quality of Work Life

➢ Poor working environment & workplace stress

➢ Resident aggression

➢ Workload

➢ Inability to deliver quality of care preferred

➢ Imbalance of work and family life

➢ Professional isolation

➢ Lack of recognition

➢ Poor relationship among colleagues

➢ Role conflict

5. Conclusion

Library and information sector plays a prominent role in the development of higher education sector. Efficient and skilled manpower enhance the productivity of the libraries for the educational development in the country. The success of the library depends on the quality of its human resources. To attain and maintain a proper quality of work in women library professionals they should strongly recommend their organization as the best place with better services for the educational development. Women are major component in the library and information professions in India.

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