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The role of Professional Development on Job Satisfaction of the LIS professionals

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Abstract: Professional development (PD) implies the overall and systematic development of employees. It is a method to procure current knowledge and skills. In this digital environment, it becomes more crucial that LIS professionals should be professionally developed. Professional development is one of the elements which affects job satisfaction of employees. It is imperative for LIS professionals as it increases their level of satisfaction and improves their performance. LIS professionals must participate in professional development activities that have a positive impact on job satisfaction. Professionally developed and satisfied LIS professionals can deliver better service to their users.

Keywords: Professional development (PD), continuing professional development (CPD), Job satisfaction, LIS professionals.

Introduction:

The success of any organization is possible only when its workforce is trained and developed. Continuous training is necessary for the professional development of employees. It is important that professional development opportunities provided to them by their organization. Professional development is a key term that is used to define the knowledge, skills and competencies acquired by employees to perform effectively in their profession and to achieve the goal of the organization. Professional development is known as lifelong learning that is pursued throughout the life. It is an ongoing process to acquire new information and skills. Professional development benefits both the individual and the institution. An individual upgrades his or her knowledge, gets latest information and learns new skills; all

these improve job performance, reduce job related stress and promote job satisfaction.

Therefore, it becomes mandatory for an organization to assure the wholesome development of its employees. So that, job satisfaction can be reflected among employees. But job satisfaction is a complex phenomenon and influenced by various factors such as salary, age, experience, promotion, professional development opportunities, working condition and environment etc. Job satisfaction varies depending on the individual. For one person, salary is a factor and for another, Professional development opportunity is a defining factor. Different people have different perspectives to describe job satisfaction. Job satisfaction is influenced by employee's perceptiveness and expectancy. Any disparity between these results disappointment.

Professional Development:

Professional development is the activity through which professionals gain the new knowledge, skills, abilities and expertise which are required to perform efficaciously in their profession. It includes the acquisition of current knowledge, competence, development of skills, learning opportunities and career advancement.

Professional development is an ongoing process of acquiring knowledge and skills. Professional development helps professionals to bridge the gap between their current knowledge, skills and attitudes and the anticipated knowledge, skills and attitudes that will allow them to meet their job performance requirements. It can be obtained by either education or training. It may entail welcoming a beginner to the profession and instilling in him or her the necessary experience, skills and attitudes. **(Ocholla, D.N., 1995)**. Professional development is a method which is helpful for the skill development. In a service organization like a library where LIS professionals play the role of service providers; professional development of professionals becomes very important.

Professional development of library professionals is essential. Since, the users of the library are diverse in nature, i.e. students, faculty members, researchers etc. and from different disciplines. In order to provide the best service to them, library staffs need to update their knowledge and involve themselves in continuous learning.

Professional development is a ubiquitous and personalised form of enduring learning. **Pan, J. & Hovde, K., (2010), Ajeemsha, S. & M. Madhusudhan, (2014)** and **Biswas, S., (2016)**, clearly stated that professional development is a lifelong learning process.

Professional development enables LIS professionals to be effective and efficient in their work and helps them to implement theoretical knowledge into practice in their work. It supports professional as well as personal development. Library professionals should participate in Professional development activities as it will increase their knowledge and skills which can be used to improve their job performance.

Continuing Professional Development (CPD):

Continuing professional development is an ongoing learning and development process. It is 'Continuing' because it is lifetime learning practice; it is 'Professional' because it helps to develop professional competencies and it is 'Development' because it is an effective tool to enhance performance and career growth. CPD is a procedure to gain relevant knowledge throughout the life.

CPD is a process through which professionals maintain, improve and upgrade their professional competencies as well as specialize on their job. CPD is essential for growth and development.

CPD enhances the potential, knowledge, abilities, innovation, skills, attitude and experience of library staffs (**Georgy, 2011; Mathew et al., 2011**). Since, LIS professionals need a lot of skills to carry out various type of activities in libraries; CPD helps them to develop required skills to perform tasks effectively and expeditiously.

Need of CPD:

Enormous changes and development happened in the field of library and information science, since the evolution of IT. These revolutionary developments have challenged LIS professionals to rejuvenate their existing knowledge, attain new skill and uphold basic adroitness. In this new technological era, library movements and services performed in library have drastically revamped from traditional to digital environment. This continuous development made it mandatory for LIS professionals to change their perspective and approach, be aware with the latest development, and adopt new skills and techniques for better and quality service for the advantage of user community. **Mathew, et al., (2011)**, noted that library professionals must keep their skills up to date in order to sustain and support user-centered applications and meet the challenges of the academic community's ever-increasing demand for a wide range of IT-oriented services.

LIS professionals should take part in CPD programs such as training and refresher courses, workshops, seminars, conferences, research and publication, group discussion, mentoring, benchmarking, demonstrations etc. **(Sawant & Sawant, 2017; Sambo et al., 2014)**. It will definitely broaden their knowledge and develop skills which will help them to cope up with the day-to-day challenges. Continuous learning increases their efficiency and productivity. It will be helpful for both the user and the professionals; as it improves user services and user satisfaction and at the same time it enhances job performance and satisfaction of professionals.

Library profession is the most dynamic and challenging, thus there is the need of an hour that librarians must actively engage in professional development activities to meet up these challenges in a more effective way.

Job Satisfaction:

Job satisfaction is the feeling and emotion of an individual towards his job and work condition. It expresses his love, devotion and commitment towards his job. It shows how much an employee is happy and satisfied from his work. Job satisfaction is the attitude of an individual to their work environment, organizational culture and administrative support etc. It reflects the degree of satisfaction about their job. However, it is the personal feeling of an individual, which varies from one respective to another respective.

Job satisfaction is the perceptions and expectations of an individual towards his job. But, job satisfaction is not an easy concept, because the parameters that define job satisfaction for each person are unique and different. **Jayaraman, S. & Kumar, M., (2013)** defined it “a complex phenomenon”, whereas **PM Gowda, (2009)**, stated that job satisfaction is not an absolute but a relative phenomenon.

To run an organization smoothly and successfully, it is necessary that its working staffs are happy and satisfied with their job. Job satisfaction affects employee's attitude. A satisfied employee having positive attitude leads to success, however an unsatisfied employee having negative attitude leads to failure. Thus, job satisfaction plays a crucial role in achieving organization goals.

Job Satisfaction of LIS Professionals:

Library is a service organization. The productivity and efficiency of a library primarily depends upon quality of services provided to its users. Knowledge adaptability and satisfaction level of employees are the main influencing factors for both quality of workforce and quality of services. Therefore, employee satisfaction is vital to deliver quality service and to keep the users satisfied. LIS professionals who are satisfied with their job can deliver the quality services to their clientele in most effective and efficient way. Job satisfaction of librarians ultimately results the user satisfaction. Job satisfaction of professionals not only ensures the quality of service but also enhances their productivity and commitment to the library.

Today, many libraries emphasize the need of attending conferences, workshops, seminars, refresher courses etc. LIS professionals can cultivate, and upgrade their skills and knowledge by involving all these programs which enhance their professional skills as well as job satisfaction. Besides participating in all these activities, library professionals should also develop their skills by visiting various modern libraries. **(Saha et al., 2007; Bellary et al., 2015; Esakkimuthu & Vellaichamy, A., 2015; Irfan, M., 2015)**

Now-a-days, the role of ICT is vital in the job satisfaction of library professionals. The rise of IT into the libraries totally transformed the way that libraries operate and perform their regular services and activities. It also made the library more collaborative and adaptable for LIS professionals. It instills a great zeal on library staffs and allows them to provide better services to their patrons. In a study to access the job satisfaction among the library professionals of Jammu & Kashmir, Ramesh Pandita and J. Dominic found that majority of library professionals believed that the application of IT in libraries has improved their job satisfaction. **(Pandita, R. & Dominic, J., 2018)**

The main objective of the library is to satisfy the needs of its patrons and to achieve this, job satisfaction of library professionals is crucial. **Kavitha and Jayaraman, (2015)**, agree that job satisfaction of library professionals is an essential aspect to attain the goals of the library. A well satisfied librarian makes the library more service oriented to their users.

Factors Affecting Job Satisfaction:

Job satisfaction of employees is affected by various factors.

There are certain factors such as organizational factors, social factors, economical factors, and psychological factors etc. which affect the job satisfaction directly or indirectly. Working environment, remuneration, age, gender, leadership, experience, supervision, job security, relationship with co-workers, working hours, possibility of further education, participatory

management, training, opportunities for professional development, promotion, training need etc. are the elements which influence the job satisfaction of employees. **(Kim, 2002; Ellickson & Logsdon, 2002; Kim, 2005; Borzaga & Tortia, 2006; Choo, S. & Bowley, C., 2007; Haque, M. et al., 2012; Bakotic, 2016; Kumar, B., 2018; Sohail, 2019).**

Motivation is a key factor that affects the job satisfaction. A highly motivated employee is more productive and satisfied. It is the duty of the authority to pay attention to their employees, create a helpful environment, encourage and motivate them.

HRD programs such as training, skill enhancement, personal growth and development, ICT expertise play a crucial role in influencing job satisfaction of employees. **(Wright & Davis, 2003)**

It was found that excessive workload leads to work-stress and job dissatisfaction. Thus, it is the liability of the organization not to levy excessive burden of works on employees, however equitable work distribution reduces job stress and anxiety.

Therefore, organizational factors are one of the crucial factors which influence job satisfaction of the staff.

Role of Professional Development on Job Satisfaction of the LIS Professionals:

The job satisfaction is influenced by many factors and professional development is one of them. Professional development plays a major role in defining the job satisfaction. However, little research has been undertaken to determine the association between professional development and job satisfaction. Personal growth and development of employees through a job being occupied by them is an important factor that influences the level of job satisfaction.

The workforce of an institution needs comprehensive growth and development. Technological advancement plays a driven role in job satisfaction of employees. Advance training at workplace amplifies job satisfaction as well as professional development of employees. Researchers believe that training is mandatory for

professionals to define their goals which helps their organization. **Saha et al., (2007)**, emphasized that training is the most important tool for the development of library human resource. Pawan k. Saini et al. suggested that training should be conducted regularly to improve knowledge and productivity of library staff. **(Saini, P.K. et al., 2017)**. Gloria et al. conducted a survey on 88 academic librarians in the university libraries in the Edo & Delta state in Nigeria. The result indicates that job satisfaction is greatly influenced by training. 83 percent of the respondents agreed that training influences their job satisfaction. Training also enhances their fulfilment and quality service delivery **(Gloria et al., 2016)**. Professional development programs increase the job satisfaction level, professional proficiency and uplift the professional growth of employees.

Various studies show that opportunities for professional development is positively correlated with job satisfaction. **(Acker, G.M., 2004; Esakkimuthu, C. & Vellaichamy, 2015; Pandita, R. & Dominic, J., 2016)**. It was found that professionals who involved in professional development activities during their job are more satisfied than those who do not participate.

A good number of studies indicated that opportunities of professional development and learning, expression of creativity, use of knowledge and abilities etc. are the primary source of satisfaction among information professionals whereas age, pay, prestige, relationship with co-workers are less important. The study of Ramesh Pandita among the library and information science professionals of the 20 states and union territories of India reflected that salary is not the only reason which leads to job satisfaction or dissatisfaction, however work environment, working hours, advancement, interpersonal relationships and many other components are important for job satisfaction. **(Pandita, R., 2017)**

Active involvement in CPD activities improve work related skills, aptitude, decision-making power and experience. All these result better satisfaction with job. The study of **Adanu, (2007)**, among the professional librarians and managers of five state owned

universities in Ghana revealed that the active involvement in CPD enhanced their job satisfaction, competence and career advancement. On-the-job training increases job satisfaction, responsibility, efficiency, self-confidence, capacity building and productivity.

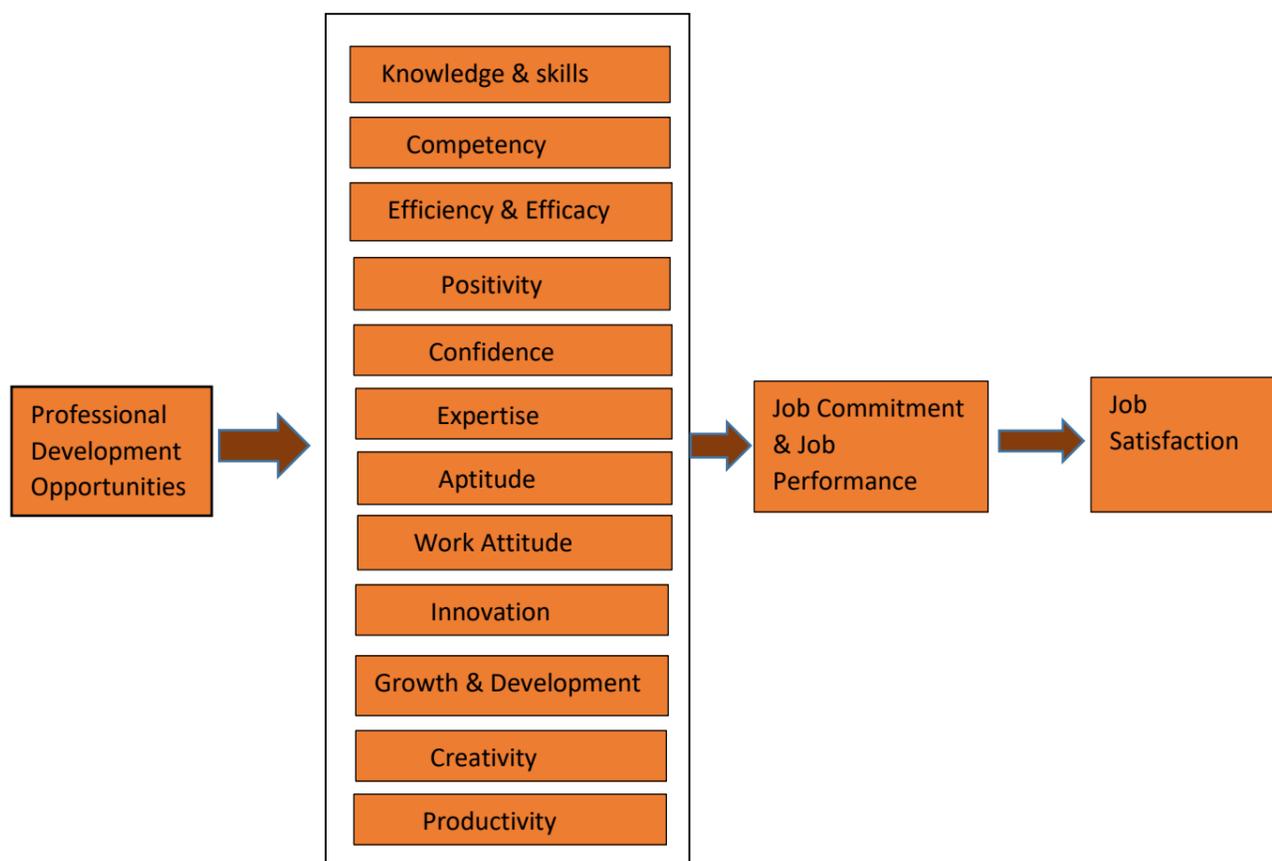


Figure 1

The above fig. clearly indicates that opportunities of professional development develop knowledge, skills, competencies, efficiency, etc., that leads to job commitment & improves job performance which ultimately result to job satisfaction.

Self-motivation is crucial for job satisfaction. When employees feel that their organization provides CPD programs through workshops, seminars, training and refresher courses etc. to them, they will engage themselves in extracurricular activities which will nourish their career. The study of Esakkimuthu and Vellaichamy on job satisfaction among library professionals in engineering institutions suggested that organisation should allowed to attend

professional conferences, seminar on deputation and must be allowed to visit other libraries, information centers, documentation centers of other states which would be highly motivating and conducive to increase their efficiency and enhancing the value to their services. **(Esakkimuthu, C. and Vellaichamy, A., 2015)**. **Haque, M. et al., (2012)**, investigated that the involvement of library staffs in CPD activities such as participation in various courses and conferences are the major sources of their job satisfaction.

Professional development is essential for career development as it enhances the productivity of the employees. **Chen et al., (2004)**, in his study found that professional development acts as an intermediary between job satisfaction and productivity.

Workplace learning becomes need of the day. Through this, it is possible to perform well in the job. M. Irfan et al. found in their study among the library professionals of university libraries of Kerala that through workplace learning LIS professionals acquire various skills i.e. automation skills, presentation skills, e-resources management skills, networking skills, communication skills and many more. **(Irfan, M. et al., 2015)**. It is a high time for any organization either social or commercial not to avoid or ignore the importance of professional development in the workplace.

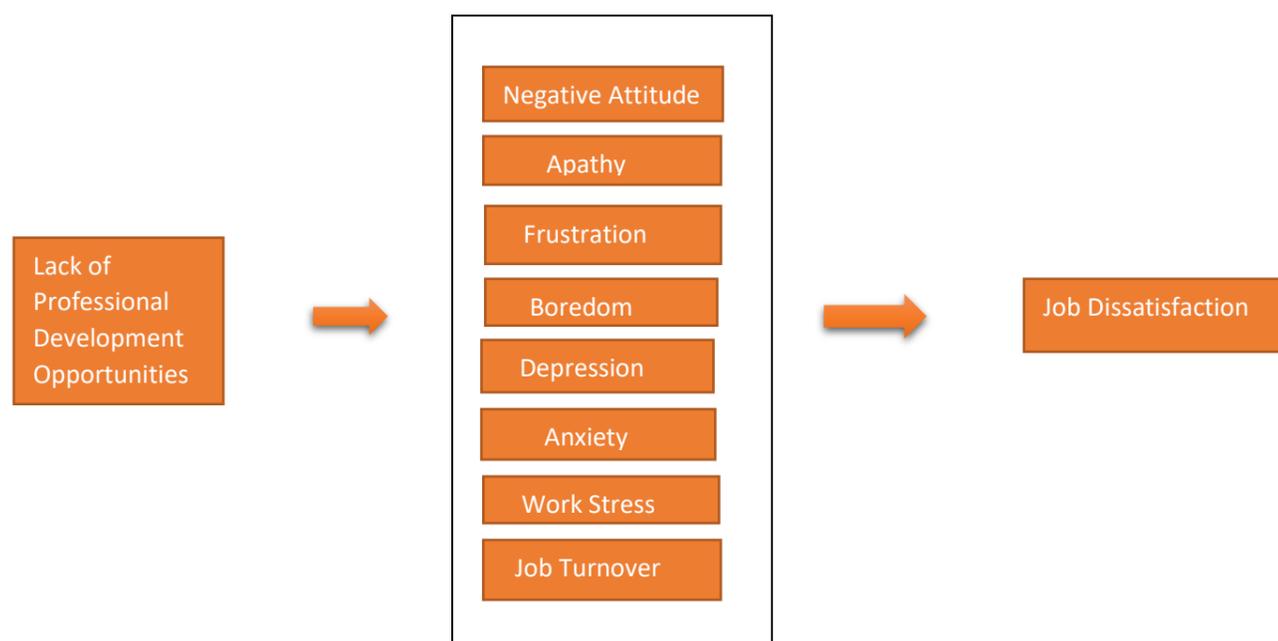


Figure 2

Fig. 2 shows that lack of professional development opportunities develop negativity, boredom, anxiety, frustration etc., among professionals which causes job dissatisfaction.

To take best from workforce, it is compulsory that the employees are satisfied with their job, which can only be possible when employees are satisfied with CPD programs provided by their organization. It helps to boost morale and promote to work with positive attitude. This type of program can improve job satisfaction. Since, the main objective of such programs is the enhancement of performance of the employees.

Lack of Professional development opportunities leads to staff turnover, frustration and job dissatisfaction. Therefore, for job satisfaction, Professional development is must.

Conclusion:

Job satisfaction plays a pivotal role in the success of any organization; and for a service institution like library it becomes more important as it is associated to render service. The satisfied and happy library staffs deliver the quality service to their user community. Job satisfaction of LIS professionals is related to user's satisfaction also. However, there are a number of factors that determine job satisfaction. Professional development is an important and essential factor and has a great impact on job satisfaction. In order to fulfil the increasing needs and demands of the users, to provide better and sophisticated services, to keep pace with technological advancement and to improve facilities in libraries; professional development of LIS professionals is important and need to be supported. It is the responsibility of library authority to offer them supportive environment, in-service training, workplace learning, opportunities for professional development which can reduce the job stress, improve job performance and enhance job satisfaction among LIS professionals.

Therefore, it is recommended that LIS authorities should encourage their staffs to participate actively in various

professional courses, seminars, conferences, training programs and allow study leave for attending such type of courses. They should also help and motivate them to involve in extracurricular activities.

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