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Anti-dote-cum-Connotation on Employment Opportunities, Job Satisfaction and Effective Information Service Delivery in the 21st Century: An Overview

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Abstract: Employment problem is a major issue in this 21st century. In this time the greatest asset for information source is a human resource. Human Resource Development (HRD) is the need for a dynamic and growth oriented or to succeed in a fast changing environment. In this paper, I mainly discuss how the employment problems in the library and information science environment should be solved by Keynesian theory of employment. The factors which are stated by Keynes should be applied in the library environment and provide a general view.

Keywords: John Maynard Keynes, Employment, Aggregate Demand, Aggregate Supply, National Income.

1. Introduction:

One of the factors of the success of any organization depends on the human work force. Librarians and information science professionals always play a supporting role in the teaching, learning and research in the various scopes of the discipline. Employment opportunity in the library and information science is a vital issue in this present era, especially in the present decade and decades to come due to the advancement of new technology which plays a key role in the management of library and information centers. Management factors such as recruitment, induction, promotion, job satisfaction all are affected by modern technologies. Employment theory of John Maynard Keynes plays a significant role in increasing the employment of new library staff. Adaptation and application of this theory will create a new way which will be valuable in the technological environment. Keynes stated the main factors for increasing the employment viz., Aggregate Demand, Aggregate Supply, and National Income. If all those factors are applicable in the Indian Library Environment then there will be a positive increment of job opportunities.

2. Objectives of the Study:

- To identify the key economic variables for the demand of library service
- To identify the factors for unemployment
- To show the main factors of Keynesian Theory of employment

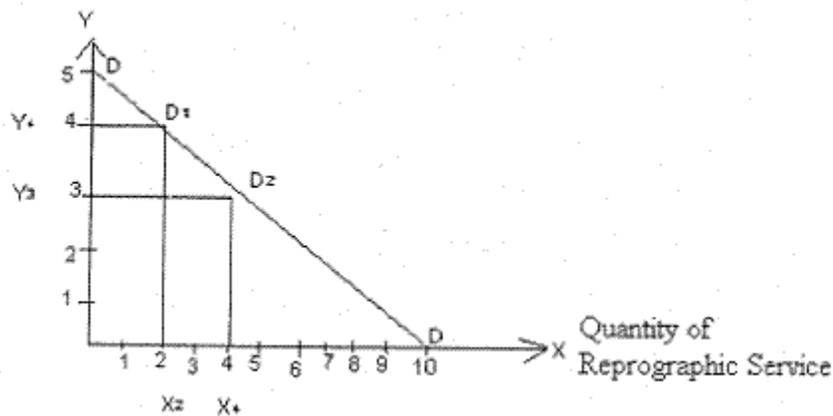
3. Originality:

In the Library and Information Science Environment no more studies can be done by applied with the theory of Keynes.

4. Key Economic Variables for the Demand of Library Services:

Demand in the economics means "the desire to have a commodity or service and the willingness and capacity to spend a certain amount of money". Otherwise demands Remain a mere desire or wish. The demand for a particular good or service is a function of the consumer's tastes, income, the price of the good and the prices of goods which are related to it in consumption.

Demand expresses the consumer's willingness to purchase a good at various prices while other factors are held constant. It is a list of price and quantity relationships for a particular good, which when plotted on a graph, with price on Y axis and the quantity on X axis, becomes a demand curve.



In this diagram we find a relationship between the price of the product and demand for it. On the X axis we have the units of reprographic service which are demanded and on the Y axis we have the price of reprographic service. DD is the demand curve showing the demand for different units of reprographic service at different prices. Now at Y_1 price, we find that X_1 units of reprographic services are demanded. Therefore D_1 is the demand for X_1 units of reprographic service at Y_1 price. Now what happens when the price falls down to Y_2 ? At this stage the demand shifts from D_1 to D_2 where demand increases from X_1 units to X_2 units. Thus, we see that with the fall in price the demand for reprographic service increases.

Keynes stated some of the important factors for increasing the effective demand:

- Quality: If the quality of any product is very high then the demand for the product should be the automatically of high range.
- Advertising: Increasing the brand loyalty of any product automatically increases the demand.

- Expectation: If one expects the quality or the service of any product as high then demand for the product should automatically be high.
- Price: If the price of any product should be reduced then automatically demand the product is very high.
- Income: A rise in income will tend to cause rising demand.
- Preferences: If one prefer for a particular product is very high then the demand for the product should be also very high.

Consider the above factors in the Library and Information Science environment:

- Quality: If the quality of library services should be high then automatically increase the demand from the users so that library and information centres appoint new staff for providing such highly efficient services.
- Advertising: If the library promotes their services through advertisement in front of the libraries then the users automatically get attracted and visit the libraries regularly.
- Expectations: If a potential information user expects a certain level of service and is denied that level, then probably, he will not be a repeat user. On the other hand, if he gets something more than his expectations, then in future his demands may arise.
- Price: For instance, if the prices of the information services drop in relation to the other library services then the demand for information service will increase as compared to other library services and vice versa.
- Income: As real income rises, people generally consume or use more of information products and services. Therefore demand increases with the increase in income.
- Preferences: The preference or need for information products and services depends on the age, education level, income, culture etc. A person with higher education level will have a higher preference for information products and service and vice versa. Therefore preferences vary with variance in these factors.

5. Reasons for Unemployment:

According to Keynes, there are several reasons for unemployment:

- a) Rising Population growth creates the unemployment
- b) Inflation
- c) Many organizations give preference to the experienced candidates only but not to the fresher's
- d) Many organization looks for the skilled candidates only
- e) Decreasing job availability
- f) Advancement of Technology
- g) Low wage or salary below CPI (Consumer Price Index)

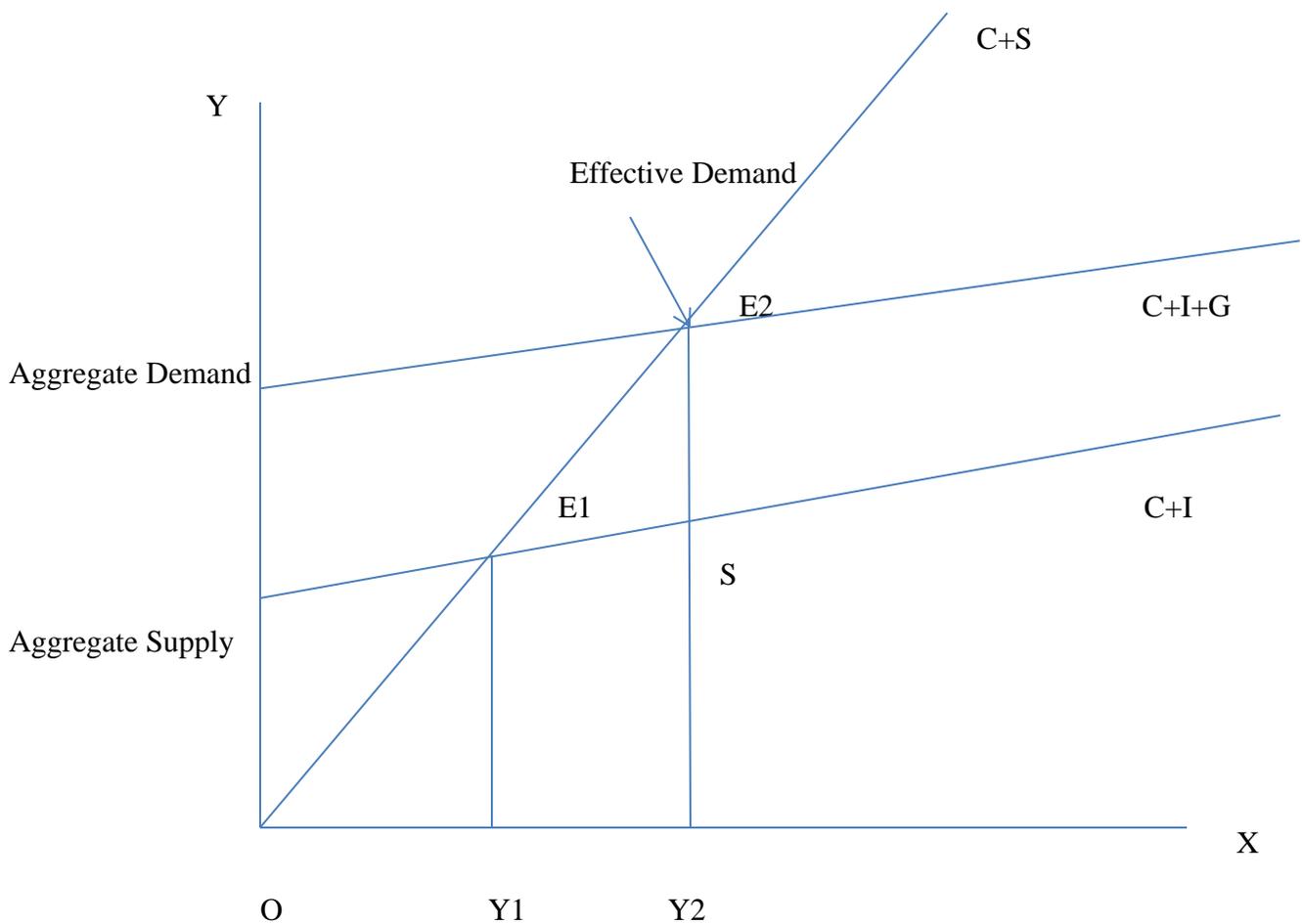
6. Main Factors of Keynesian Theory:

The main factors for increasing employment according to Keynes are:

- Aggregate Demand
- Aggregate Supply
- Betterment of Services
- Creating New Job Posts
- Wages and Promotion for Job Satisfaction

7. How the Keynesian Model Changed in the Library Science Scenario

Aggregate demand is influenced by many economic decisions—public and private. Private sector decisions can sometimes lead to adverse macroeconomic outcomes, such as reduction in consumer spending during a recession. These market failures sometimes call for active policies by the government, such as a fiscal stimulus package (explained below). Therefore, Keynesian economics supports a mixed economy guided mainly by the private sector but partly operated by the government.



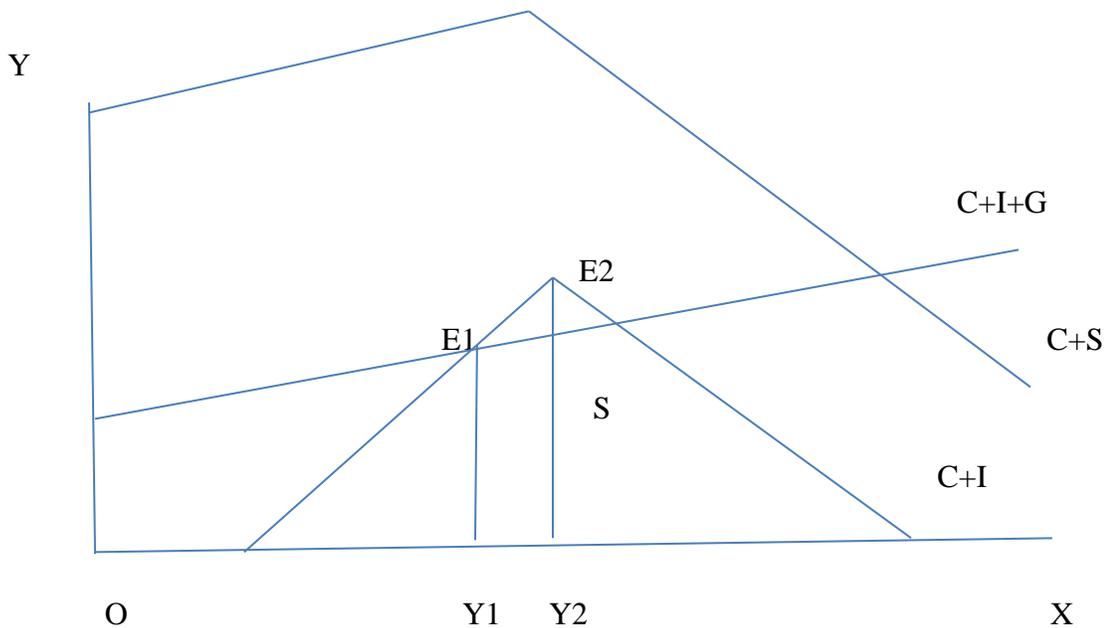
In figure, the aggregate demand curve (C+I), intersects the aggregate supply curve (OS) at point E^1 which is an effective demand point. At point E^1 , the equilibrium of national income is OY^1 .

Let us assume that in the generation of OY^1 level of income, some of the workers willing to work have not been absorbed. It means that E^1 (effective demand point) is an under employment equilibrium and OY^1 is under employment level of income.

The unemployed workers can be absorbed if the level of output can be increased from OY^1 to OY^2 which is the full employment level. Further assume that due to spending by the government, the aggregate demand curve ($C+I+G$) rises. As a result of this, the economy moves from lower equilibrium point E^1 to higher equilibrium point E^2 . The OY is now the new equilibrium level of income along with full employment. Thus E^2 denotes full employment equilibrium position of the economy.

Thus government spending can help to achieve full employment. In case the equilibrium level of national income is above the level of full employment, this means that the output has increased in money terms only. The value of the output is just the same to the national income at full employment level.

In the Library Science Environment the model can be changed by this way-



In this figure Aggregate demand curve ($C+I$), intersects the aggregate supply curve (OS) at point E^1 which is an effective demand point. At point E^1 , the equilibrium of budget of an organisation for workers is OY^1 . Let us assume that in the generation of OY^1 level of salary of workers, some of the workers willing to work have not been absorbed. It means that E^1 (effective demand point) is an under employment equilibrium and OY^1 is under employment level of income.

The unemployed workers can be absorbed if the level of output can be increased from OY^1 to OY^2 which we assume is the full employment level. We further assume that due to spending by the government and in the recent times the most of the trainee jobs where organisation spending money of doing their works, the aggregate demand curve (C+I+G) rises. As a result of this, the economy does not move from lower equilibrium point E^1 to higher equilibrium point E^2 . In the recent library science after studying the advertisement it can be find out the due to the reason of private jobs where the jobs are not secure it should not rise the point of the level of full employment which generally called OY.

8. Information required operating the model

Calculating the average will assist in projecting the future trend of demand and supply. Although the LIS centres and institutions cannot count on the average but can certainly outline the future trend. The accuracy of the present average will not signify any major achievements nor can these data be relied upon but it can absolutely help in developing institutional strategies to a certain limit.

The extrapolation of demand can be commenced by counting the number of positions of various staff in the organization. The survey then can be carried out by accumulating the career specifics of the staff including nature and quality of work done. This can be beneficial in evaluating the working number of staff whereas the jobs lost or the staff resignations will not be calculated as this would not add value to the calculation of wastage.

Aggregation of Flows Operating on Supply

When the researcher starts to calculate the overall wastage for each academic library and academic information center type and for the whole country, the association of information workers from one library type to another will be ignored.

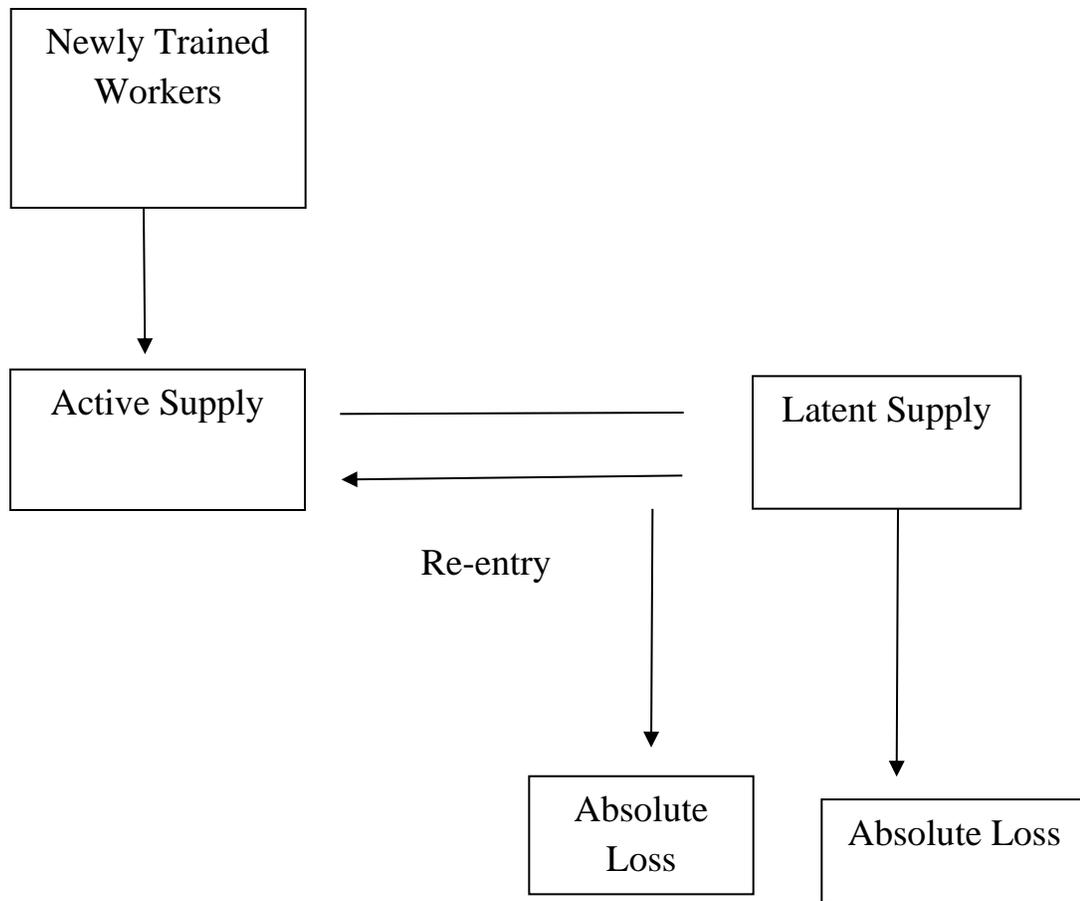
Aggregation of Flows Operating on Demand

On the demand side, in existing units or departments and increases the available units and departments are total and calculated as growth.

9. Library Demand for Manpower

While analyzing a real situation, one may not find the stated design. Mostly the workers in the LIS system work as part time so that they can return to the job whenever they require. One reason of this may be due to preference for a better job so that they can get more options for better prospects and after settling into a better job, they don't think about returning back to their old jobs. These are however trained enough to work in the system, but are voluntarily neither employed nor are willing to work in the field. This supply will be termed as the Latent supply of workforce, whereas, the flows such as wastage and re-entry are associated with the Active Supply of the workforce in the system.

Demand can be identified as the positions available at a particular period of time. The current demand comprises of the whole workforce whether currently engaged or are looking for opportunities. Increases in the number of positions consequently affect the demand to grow. The current working scenario can be strained in case if new employees join the workforce. And in case if the organizations agree to make certain employee redundancies, then the demand decreases. The reasons of these redundancies can be numerous, such as implanting machineries to do the manual work, recovering financial losses etc. and such factors badly impact the financial situation of the organization. Sometimes it becomes challenging in forecasting the demand as many aspects are to be considered. The procedures are not structured in a standard approach which makes it challenging for the organization to forecast the level of demand. Any detrimental fluctuation in the economy will affect the level of demand and this will be exposed as the growth of economy is extremely stimulating and the future trend can possibly depict that. It is perceived that demand is variable and is exposed to several tendencies and the most essential element causing it can be the financial condition.



Active and Hidden Supply

10. Human Resource Practices and Job Satisfaction

Overall performance is heavily influenced by nurturing the organizations human assets that include human and intellectual capital as well. Similarly the level of work including good remuneration, family-friendly, meaningful, challenging, fruitful and participatory work and the quality of employer – employee relationships of trust and loyalty is largely dependent on job satisfaction and staff retention. Therefore when the job is satisfactory, interesting, and rewarding and when libraries and information centers workers show satisfactory relations with their employers, they tend to be satisfied with their jobs, more efficient in their performance and more motivated to create. Quality of work life also influences recruitment (e.g. being employer of choice). On the contrary, less-than-optimal job performance and difficulty affect for recruiting new librarians.

Libraries and information centers now a day recruit the new employees who enter the field by the short term basis was generally new passing out candidate and professional and permanent positions might be filled by subject specialists and professionals who was experienced in 5-10 years. We all know that recent graduates bring new skills and a fresh perspectives and in the job market has been fairly static in recent years the retirement wave will open up more opportunities but the posts could not be fill up and new recruiters go for the trainee jobs. The obstacles and issues in human resource among library professionals are mainly due the obstacles and issues in human resource among library professionals are mainly due to the dwindling budget.

11. Creating New Job Posts for the Recent LIS Graduates

There has been an impending fear that the functions of the librarians may soon lose its uniqueness in the environment of modern job market. The advent of modern technology is indeed casting a gloom on its future role. Under these circumstances, it has become extremely difficult for the stakeholders in this profession to determine how the current information society is going to materialize, and what influence this will have on the reorganization of libraries and the roles played by the librarians. The major issue under consideration is that the libraries are becoming increasingly misunderstood as complex organizations in the marketplace, competing to gain the consumer's attention and broker information.

In the recent time employability of the new LIS Graduates should not be restricted in the four walls of the library. For that reason new position should be open which fully depends on the ICT skills of the students. These types of post which are available in the market attract new students and they are interested to join position. For the above consideration, it is clear that according to Keynes if the user demand from the library should be high then it affects the job market.

Creative Project Manager

Web Content Manager

Archival Consultant

Metadata Specialist

Technology Coordinator

The above mentioned post are available in the recent job market these all reflect the changing scenario of library job market and how the job of library science change and organization change the perspectives of library science job market.

Conclusions:

The above mentioned studies is mainly discuss on the one of the major problem in the recent times i.e. unemployment and how the Keynesian Theory help to identify the solutions which will help the organizations as well as the society to increase the employment. I, generally know that the Keynesian Theory is basically helps the developed society but if we can apply the factors which was started by Keynes then I feel that it will be also helpful for the underdeveloped society. It is very obvious that to increase the employment proper demand of information is required and at this time we all knows that right information is most valuable issue and to overcome this problem only librarians can guide you. Manpower is the most vital and powerful of all the resources of any organization. A library can have an excellent collection of documents, plenty of online resources and a beautiful and comfortable building, but if it does not have a well-trained, competent staff, it will lose its value, given the fact that the users using the library will not be served properly. This has led to the quest for every library to be staffed with the persons with good academic background, professional knowledge, competence, a service attitude, amongst others.

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