Quality Service Management in the University Libraries:
A Literature Review Paper

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Abstract - *The purpose of this paper is to provide an overview about the quality service management in university libraries. TQM is techniques which provide a massive help to create effective and fruitful service environment. This study also finds out the users attitudes regarding the facilitation and services. This paper also examines the library professional's perception and behavior about application of TQM. This paper also provides different author's views and review about the application of TQM in academic libraries especially university libraries. This study gives more information regarding the TQM and its benefits in library services.This paper provides clear idea about TQM and how it is important for service management in university libraries.*

Key words: Services, quality, management, impact, academic, library.

Introduction:

The modern age of information has been revolutionized by different aspect of ICTs and its related tools which influenced the management and organization of libraries. The rapid growth of electronic resources has changed the mind set of services providers to create flexible environment for their customers. The first and foremost objectives of the libraries and information centers are organize their services in proper order where every library users can get their information or services facing without any problems. Moreover, effective management of library services creates awareness among the library users to use their services again and again.

Ram (2018) clearly mentioned that total quality management is aspect of organization management where number of techniques has been utilized to make services and products better and get the feedback from time to time from the customers or users.beside these facts its need to time to make clear approaches about services improvement and get users to make their opinion what they have received. In academic libraries it is worth mentioned here that today users need their demand on time with accurate information, so it can be only possible with quality and up to date series from the libraries. Harith (2013) added that academic libraries are considered to the soul of academia which always help and support research activity, teaching and learning activities. Furthermore, the academic libraries provide active learning environment but at the same time they need to cope up with the technological issues to make library convenient for the library users. The libraries should make strong steps to make their services quality and convenient for library users every time.Sathe(2015) mentioned total quality management is the way to make their services effective, efficient and up to date. Whereas, library considered as a non-profit organization and it is quite necessary

to organize their services in good way. The total quality management makes things easy for the library to create an effective environment for library professionals and library users. Mishra (2016) agreed that the rapidly growing the demand of library customers the library personnel's are thinking on large bases.so, TQM is used widely to help the library to improved their services for the library users. Additionally, TQM is the best tool to make library ease in access and use for librarians and library clients. Amin and Shoid(2017) mentioned the users satisfaction is belong to the quality of library services. Moreover, every library is theresponsibleto provide the better and quality service to their customers.in same way the libraries need to make suitable approaches to make things flexible and commendable. Quinn (2007) shows agreement that every library need to create an effective TQM model to make sure to render the high and quality services to their users. Furthermore, TQM would make things easy and achievable for the library personnel's while providing quality service to the potential users of library.

Definition of Management

- According to thewww.managementstudyhq.com (2019) "Management is a set of principles relating to the functions of planning, organizing, directing and controlling, and the application of these principles in harnessing physical, financial, human and informational resources efficiently and effectively to achieve organizational goals".
- According to F.W. Taylor, 'Management is an art of knowing what to do, when to do and see that it is done in the best and cheapest way"(www.managementstudyhq.com ,2019).

Definition of library management

- According to thewww.definitions.net (2019) "Library management is a sub-discipline of institutional management that focuses on specific issues faced by libraries and library management professionals".
- According to Reitz (2002)"The control and supervision of a library or library system, including planning, budgeting, policy-making, personnel management, public relations, and program assessment, with responsibility for results".

Objectives of the study

Basically this study is to find out the TQM/service Quality inthe university libraries and as well as it to Identify the factors and importance of TQM in academic libraries. The other objective is to find out the some related issues of TQM/quality services and major benefits of TQM in academic libraries specially university libraries. The last is to present a model of services management for university libraries.

Research Questions

As far as the research questions are concern. How services quality is affecting the library users approaches in the university libraries. What kinds of factors are associated with TQM and services quality management? What are issues associated with quality service management in the university libraries. What are benefits of application of TQM in libraries?

Research Methodology

This paper was based on review of literature. The survey method was used to collect the literature on Google scholars and google.com. This study was on qualitative research design. All the relevant information data and research articles have been retrieved and review as per selected criteria for this paper.

Limitation of the study

This study has been account of accustomed to know the TQM factors, benefits and issues.
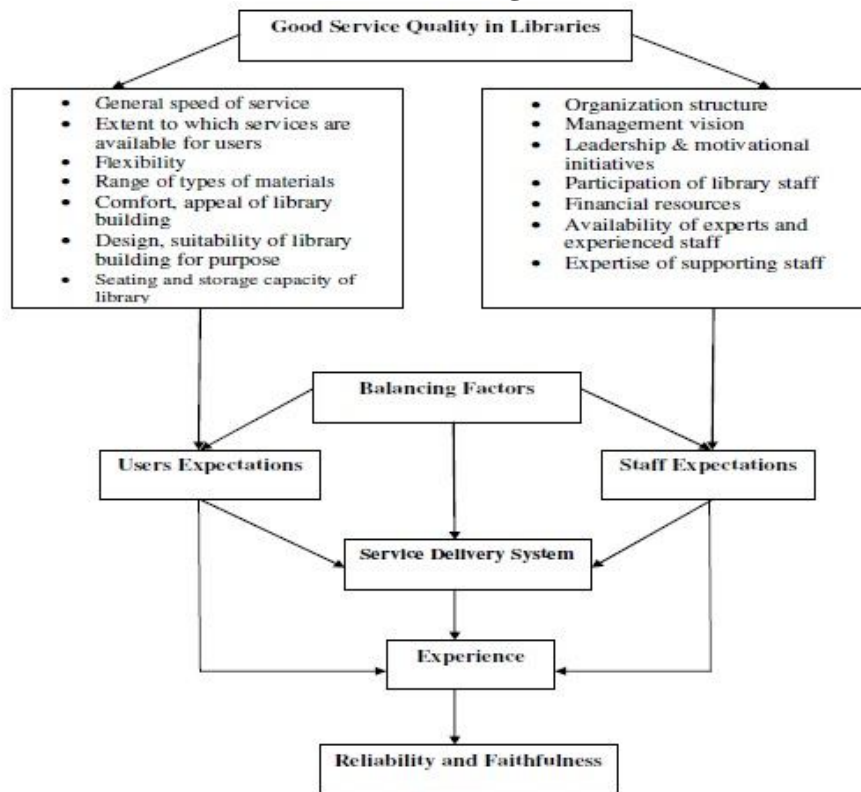
Previous Model of services management in libraries

Figure-1
Service Quality Model for Libraries

Propose by: Chitra and sanjiv (2015) figure.1

New PROPOSED MODEL FOR QUALITY LIBRARY SERVICES
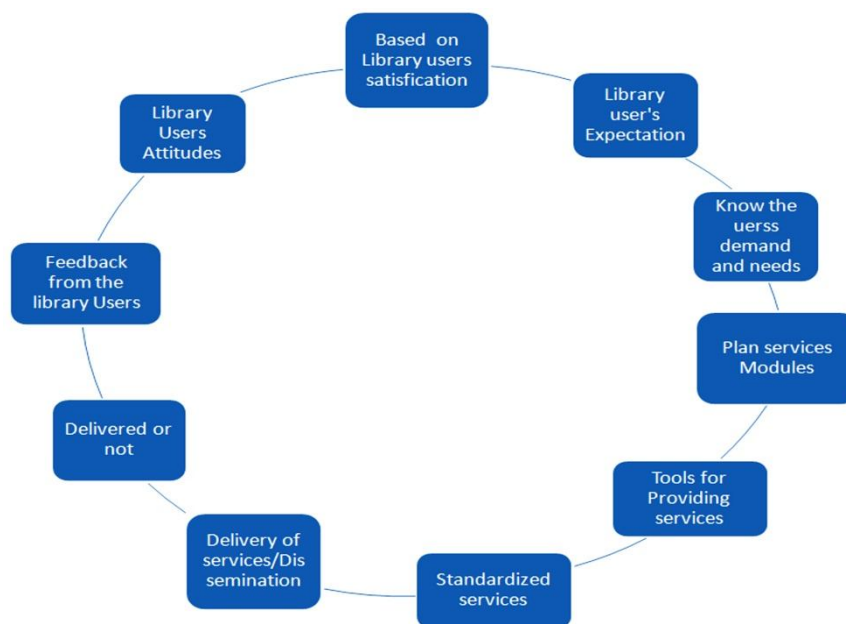### Quality services management in University libraries

Figure.2.

Literature Review

Chitra & kadyan (2015) they investigated the analyzing quality management move towards the quality services in libraries. This mean every library is striving hard to giving high quality services to their potential customers. They added more the libraries are more passion about rendering the up to date and quality services to enrich their customers with satisfaction.The author has tried to find the healthy environment of libraries to providing at most services to their users. They have presented a service quality model for effective library services.

Sivankalai & Yadav(2012) they studied the analyze and evaluation of total quality management in academic libraries. The authors have found the attitude of library professionals about the TQM. They have conducted survey method and questionnaire to collect the data from library professionals. They revealed according to the results of this study that every library professionals is well aware about the TQM in academic libraries.

Astunkar(2016)studied that total quality management in library and information services. He investigated the application of TQM philosophy among different organization and especially in libraries. The author is tried to get the information regarding the service sectors which are applying this kind of management system. This TQM is changed the mindset of library professionals to bring changes in organizational structure. He also disclosed that team work is the best combination of quality services of any services sector.

Hsieh, Chang & Lu (2000) they investigated the quality management approaches in libraries and information services. The authors have tried to find out the effectives ways and means to build high quality management associated with library and information services. They found that there are number of tools and techniques used to maintenance quality services in libraries sectors. Those approaches are as quality management approach, technical and applied approaches.

Amin & Shoid(2017)studied the conceptualizing user satisfaction towards a library quality a Malaysia nuclear agency library. Theydraw a framework which can be useful to make user satisfied. They presented a frame work which is environment, facilities, services, staffs and collections. They have suggested that this study would be beneficial for library staffs to give an idea to make their service quality better and ensure the effective service environment with their users.

Khera & sharma(2012) they described the TQM an overview in academic libraries. They highlighted that from last one decade or so the TQM has granted huge place in management literature. They further added that a small amount of literature has been written on application of TQM to libraries. They suggested that TQM is hot area of libraries make their services better to applied this technique.

Dash, J. (2008) studied the total Quality Management in Libraries-a Perspective approach. He has investigated the total quality management in library and information services. He also presented the benefits and challenges related to total quality management in library and information services. The author's added that TQM is the techniques and methods which provide a platform to make better services of an organization. He has pointed out some technical tolls which are very much crucial to make good quality services.

Kitana & Saydam (2014) they investigate the service quality provided by the university of Girne American library. The authors have tried to test and measure the services quality of said study. They also find out the satisfaction level of library users about provided services. They dig out some of the key issues related to use of library services by library users and its importance. They use quantitative research and survey method to conduct this study. They draw results according to their findings that library users are very satisfied about the service of Girne American University Library.

Harith (2013) she studied the total quality management indicators in academic libraries in India. She stressed about the implementation ofquality library service at university level. The authors also make some important suggestion about the implementation of TQM in the academic libraries in India.

Benefits of TQM in libraries

The TQM is a philosophy where two basic concepts are integrated quality control and personnel's contribution. So it means the TQM is the combination of total quality management. Every organization even libraries are striving hard to make effective and quality services for their clients.

Mishra (2016) mentioned some of the benefits about TQM help to improve awareness about quality services, will help to reduce costs, increase the staff's coordination about quality service. Further added TQM will help to boosts up the library staff moral and create better approaches in management to satisfy the library users.

Sathe(2015) revealed that TQM will be helpful to change the library services management in better way. This will increase the cooperation among staffs about decision making. TQM will help to cope up with the associated issues and also provide an approach to make services quality improved and better.

Desa and Kassim(2014) disclosed that the TQM will help the library to make good management and create an environment to fulfill the need of library users. This will help to provide quality and up to date service to their clients. Moreover, TQM will provide high standard service and enhance the library working condition.

Rani (2016) expressed that TQM provide users satisfaction and managed the services effectively. This will help library to fulfill the requirement of the users with the application of TQM. TQM help the library staffs to make library organization in better way. TQM will be the responsible for lower cost and high quality service to the library users.

Dash (2008) stated some benefits of TQM in library. This will help to improve service hours; this will help to create positive response from library users and library staffs. TQM makes better cooperation among stakeholders.

Issues of TQM in libraries

Every organization and libraries have different TQM issues and challenges. It would be better to developed the TQM then it need to remove those issues and challenges that can be resulted as making good and Quality service. Libraries are always facing TQM and every individual

library strives hard to get rid of those issues and make library service perfect. The numbers of prominent authors have discussed the issues and challenges about the TQM in libraries.

Ncwane (2016) addressed TQM need proper and adequate infrastructures to make library services up to date. TQM need flexible environment for library users. The TQM need a better way to apply for quality results.

Dash (2008) mentioned that TQM need high standard value, guaranteed, process and unchanging notions of the patrons.

Miller and Stearns (1994) management of library always fear to apply TQM in proper order and employee also feel hesitate to apply TQM. TQM need longer plan and better work to do for better and Quality service.

Conclusion

Today, the world is known about information world and everyone is expecting to have the maximum information into its hands. Additionally the libraries and information centers are striving hard to get that information and make organize in possible order to fulfill the needs of the library users. Moreover, the libraries need some resources to make library beneficial for their users.so, they need proper organization in their resources and services. On the other hand the first and foremostobjectives of the libraries areto satisfy their users. These services need proper organization. Moreover, some of the techniques used to organize the library in proper way to render the library services to their users.Astunkar(2016) agreed about the libraries are trying hard to organize their services in proper way that's why they are using TQM techniques. TQM is the technique which helps to enhance the service quality and create an effective environment for library users. Furthermore, due to application of TQM the libraries would be able to perform better way to reshape their services and make user satisfied. Chitra and Kadyan(2015) showed their agreement about that TQM is a philosophy to handle the library services in proper way and create an healthy environment. There are some possibilities when the TQM run successfully its mean the libraries get better exposers from users. The good quality services mean to fulfill the needs of the customers/ library users. Additionally, TQM needs long term planning and flexible environment to get good results and fulfill the mission and vision of the library. TQM is the techniques which need professional's human resource mean team work is very much important to make organization healthy and fit.

Future research

1. It would be conducted regarding the philosophy of TQM and how it works in nonprofit organization.
2. The perception and attitudes of library professionals about the TQM at special libraries.
3. What are critical factors which influence the application of TQM in academic libraries for better service quality?

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