## REMODELLING THE PERSONAL TRAITS TO BECOME A COMPETENT LIBRARIAN IN THE DIGITAL AGE



## INSTITUT PERNGURUSAN PENYELIDIKAN UNIVERSITI TEKNOLOGI MARA 40450 SHAH ALAM, SELANGOR MALAYSIA

BY:

ASMAD RIZAL UMAR HAZIAH SA'ARI MARLIA IDRUS

**FEBRUARY 2012** 

Tarikh

: 2 JANUARI 2012

No. Fail Projek : 600-RMI/SSP/DANA 5/3/Dsp (71/2011)

Penolong Naib Canselor (Penyelidikan) Institut Pengurusan Penyelidikan (RMU) Universiti Teknologi MARA 40450 Shah Alam

Ybhg. Prof.,

LAPORAN AKHIR PENYELIDIKAN "REMODELLING THE PERSONAL TRAITS TO BECOME A COMPETENT LIBRARIAN IN THE DIGITAL AGE"

Merujuk kepada perkara di atas, bersama-sama ini disertakan 2 (dua) naskah Laporan Akhir Penyelidikan dan 1 (satu) salinan 'softcopy' dalam bentuk CD bertajuk "REMODELLING THE PERSONAL TRAITS TO BECOME A **COMPETENT LIBRARIAN IN THE DIGITAL AGE"** 

Sekian, terima kasih.

Yang benar,

ASMAD RIZAL UMAR

Ketua

Projek Penyelidikan

## **TABLE OF CONTENT**

SURAT TAWARAN PENYELIDIKAN SURAT PENYERAHAN LAPORAN DAFTAR AHLI PENYELIDIK ACKNOWLEDGEMENT LIST OF TABLES LIST OF FIGURES				
Abstra	1			
CHAP	TER 1 INTRODUCTION			
1.0 1.1 1.2 1.3 1.4 1.5 1.6 1.7 1.8 1.9	Introduction Background of the Organization Problem Statement Significant of the Study Objectives of the Research Research Questions Definitions Scope of the Study Limitation of Study Organization of Research Conclusion	2 3 4 4 5 8 8 12 13		
CHAP	TER 2 LITERATURE REVIEW			
2.0 2.1 2.2 2.3 2.4 2.5 2.6 2.7 2.8 2.10	Introduction Personal Traits Spiritual Quotient Emotional Quotient Leadership Attitude Knowledge Skills Competencies Conclusion	16 16 17 18 19 20 20 21 23 24		
CHAP	TER 3 RESEARCH METHODOLOGY			
3.0 3.1	Introduction Research Design 3.1.1 Purpose of the Study 3.1.2 Types of Investigation 3.1.3 Extent of Researcher Interference 3.1.4 Study Setting 3.1.5 Unit of Analysis 3.1.6 Time Horizon of the Study Sampling	25 25 25 26 26 27 28 28 28		
3.3 3.4	B Data Collection			

3.5 3.6	Reliability and Validity of Instruments Data Analysis		
CHAP	TER 4 F	INDINGS	
4.0	Introdu		33
4.1		ility Analysis	34
	4.1.1		35
	4.1.2	Emotional Quotient	35
	4.1.3	Leadership Attitude	36
	4.1.4	Attitude	37
		Knowledge	37
	4.1.6		38
4.2		ptive Statistics	39
	4.2.1		39
	4.2.2		44
	4.2.3		49
	4.2.4	Section B: Personal Traits (Leadership)	53
	4.2.5	Section C: Attitudes	57
	4.2.6	Section D: Knowledge	68
4.2	4.2.7 Deceri		77 88
4.3			
	4.3.1 4.3.2	Mean of Section B: Personal Traits (Spiritual Quotient) Mean of Section B: Personal Traits (Emotional Quotient)	88
	4.3.3		91
	4.3.4		92
	4.3.5		94
	4.3.6	Mean of Section E: Skills	96
	4.0.0	Weath of Gestion E. Skins	00
CHAP	TER 5 C	CONCLUSION AND RECOMMENDATIONS	
5.0	Conclu	usion of the study	99
	5.1.1		99
	5.1.2	Section B: Personal Traits	100
		Section C: Attitudes	101
		Section D: Knowledge	102
	5.1.5	Section E: Skills	103
5.2	Recon	nmendations	104

BIBLIOGRAPHY APPENDICES

## Abstract:

There has been much discussion about the competencies issues nowadays. Research regarding the influence of personal traits towards the achievement of librarian behavior and the examining of the competencies has primarily emphasized the importance of their spiritual quotient, emotional quotient, leadership, and competencies required such as attitudes, knowledge and skill. Those competencies are required in order to become successful librarian either in terms of academic or for the future. Through of all the competencies given, it is really hoped that the librarian has the ability in leading the new generation for one day. It is every employer or manager's contention that for such an organization to be successful, all its employees must exercise personal responsibility and leadership. Therefore, in order to become successful librarian, they need to train themselves from now and have such of required competencies. Since the attended respondents of this research is focused on the member of Faculty of Information Management, the researcher hope that librarian are able to provide the information to the society and be a successful information provider. Their proficiencies need to be accomplished in a successful way. Moreover, every society today needs the right information which has to be delivered on the right time and at the right places.