

UNIVERSITI TEKNOLOGI MARA

**THE COMPETENCIES OF
ACADEMIC LIBRARIAN IN
INDUSTRIAL REVOLUTION (IR 4.0)
ERA: PERPUSTAKAAN TUN ABDUL
RAZAK (PTAR)**

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MSc

September 2021

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study was undertaken with the aim to explore the competency profile of an academic librarian in Industrial Revolution 4.0 (IR 4.0) era in Malaysian academic university. Problem statements, identified from review, include: (a) Industrial Revolution 4.0 (IR4.0), (b) Information & Communication Technology (ICT) & library application, (c) Issues on marketing library materials and services and (d) Issues relating education, syllabus and faculty. Knowledge, skills and attitudes have been used as a parameter and variables to define competence. The first phase of data collection involves unstructured interview with three head of librarians from Perpustakaan Tun Abdul Razak (PTAR) of UiTM Kedah, Penang and Perlis. All interview's transcriptions were categorized to identify themes and pattern. The analysis revealed 5 main themes and 38 sub-themes which focused on knowledge, skills, attitudes, challenges, courses and type of ICT. 5 sub-themes were found to be most frequently and dominant during the interview such as Internet of Things (IoT), Web Based Integrated Library System, big data analytic, live chat with librarian and Massive Open Online Courses. In the second phase, a survey questionnaire has been applied which drew the response of 93 academic librarians from 35 PTAR's branches of all UiTM campuses. The mean ranking and descriptive statistics were used to analyze quantitative data. A total of 63 items which covering the elements of knowledge, skills and attitudes were tested for seeking the (i) level of knowledgeable, skillful and attitudes of competency and (ii) requirement level of knowledge, skills and attitudes of competency. Findings from a survey questionnaire indicated that knowledge (enterprises system, instructional technology and mobile technology), skills (labor, administrative, collaboration) and attitudes (community engagement, leadership, integrity) were the most knowledgeable and skillful when they performed their daily routines responsibilities. While the most required competencies that should be acquired by academic librarians of PTAR comprised knowledge (web technology, intellectual property, digital technologies), skills (media, communication, marketing) and attitudes (creativity, innovative, self-confidence).

ACKNOWLEDGMENTS

Alhamdulillah, all praise to Almighty Allah, the Most Merciful and the Most Benevolent for granting me the strength and courage to persevere throughout this intellectually and emotionally research journey.

I wish to express my deepest senses of gratitude to my principal supervisor, Associate Professor Ts. Dr. Asmadi Mohammed Ghazali for his untiring help, wise suggestions, step by step guidance and constructive criticism from the very early stage of this study as well as providing me with insights throughout the journey. Without his continued support and interest, this thesis would not have been successfully completed. Special thanks and appreciation also goes to Dr. Abd Latif Abdul Rahman for his advice, suggestions and willingness to share his thoughts in many ways in enriching this study.

I would like to convey my greatest appreciation and love to my family for their encouragement, patience and support. I also dedicate this accomplishment to my friends, thanks for being supportive and caring spirit.

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