UNIVERSITI TEKNOLOGI MARA

COMPETENCIES AND PERSONAL QUALITIES TOWARDS ORGANISATIONAL PERFORMANCE AMONG ACADEMIC LIBRARIANS IN MALAYSIA

ANUM SHAFEERA BINTI AMDAN

Thesis submitted in fulfillment
of the requirements for the degree of
Doctor of Philosophy
(Information Management)

College of Computing, Informatics and Mathematics

August 2023

ABSTRACT

Competencies in this study refers to the skills and ability of academic librarians that perform a specific task or activities in an effective way while personal qualities can be explained as the characteristics or attributes described in themselves. The current trend of automation and data exchange in the new technologies have called for a fresh look at the competencies and personal qualities of present and future librarians. However, previous research indicated that the competencies and personal qualities of academic librarians in the libraries did not match the current requirement. The purpose of this study is to identify the competencies and personal qualities towards organisational performance among academic librarians in Malaysia. Quantitative approach was adopted in this study. A research survey method using questionnaire was mailed to 634 librarians at public universities libraries in Malaysia. A survey instrument with a seven-point interval scale was built around nine competencies and ten personal qualities variables. Only 240 (37.85%) of the questionnaires were returned and usable for further analysis. The statistical analysis included are descriptive and inferential statistics. Factor analysis, Independent Samples t-test, One-way Analysis of Variance (ANOVA) test, Pearson's Correlation Coefficient and Multiple Regression were used. From the findings, the competencies dimensions on technical skills for expert in searching library digital resources was ranked as the highest while for personal qualities, responsibility was ranked as the highest indicating that it was the most preferred response as perceived by the respondents. Using ANOVA test, the results showed that there were no significance differences regarding competencies dimensions among respondents' age. The independent sample t-test comparison analysis also indicated that there were significant differences regarding the librarian personal qualities among respondents' position and qualification. A positive relationship was found between the competencies dimensions and personal qualities which scored moderately correlated. Similarly, a positive relationship also recorded between personal qualities and organisational performance. Moreover, the results of the coefficients indicated conceptual skills had the highest significant positive effect on organisational performance, followed by human skills and technical skills among academic librarians. The main outcome is to develop a set of competencies and personal qualities that are significant to librarianship and the body of knowledge and also to contribute and expand further to other researcher in different culture and the setting environment.

ACKNOWLEDGEMENT

TABLE OF CONTENTS

CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Over the past 10 years, much concerned on Library 3.0 has been expressed by librarians. As a result of new technology's advancement of digital technologies all around the globe, the development stage in most libraries can be seen and practiced by librarians in just short of time. The impact from external sources will influence the libraries to a greater change. In this context, the transformation of libraries rely on Web-based services. Thus, librarians are equipped with the required competencies and personal qualities in their working organisations. The rapid changes in the information industry have called for a fresh look of present and future academic librarians. Academic librarians in Malaysia are the focus in this research. However, these studies were based mainly on library and information settings.

The human collaboration with technology has led to a better improvement in daily operation. Television is one of the first things that comes to mind when thinking of Web 1.0. where it is an example on entertainment until now. Then, it continues with the age of content in Web 2.0, where blogs and podcast were developed (Kirschner & Muller, 1987). Following closely with the previous era is Web 3.0 where people are becoming active into media by using virtual worlds. The future direction, which is the Web 4.0 is when people are always connected to the Internet since the approach of the new technological innovation to improve on human lives (Farber, 2007). As of now, all younger generations especially living in that era, communicate to one another using the Internet or Web connection (Kirschner & Muller, 1987). There are no gaps either in an online space or in physical space.

Artificial Intelligence has contributed to Web 3.0 where it represents the data and analysis. As for Web 4.0, human and technology have become among those that support in their lives (Callari, 2009). Web4.0 consists of connection, identity and ubiquity (Godin, 2007). Connection means the network of people. The specific users, which is the identity, are things they do and need through the set   protocols.

While ubiquity can be defined as the state of being everywhere at the same time whereby the existence of online and offline communication that people are always