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Motivational Factors and the Recruitment Policy Influencing the Career Development of Professionals in the Library System in Sri Lankan Universities

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Motivation is the set of forces that cause people to behave in certain ways. The main purpose of this study is to reveal the effects of motivational factors and recruitment policy on career development of the University Library Professionals. This study emphasizes that the motivational factors and recruitment policy influence the attitude of the professionals, which in turn leads to the career development of the university library professionals. This paper mainly aims to evaluate whether the motivational factors positively influence the attitude of the Professionals and establish the relationship between the recruitment policy of the University Library System and the attitude of Professionals. Further, it is to identify the impact of the Professionals' attitude in the process of career development in the University Library System. All the Professionals of the University Libraries in Sri Lanka (120) are taken into consideration in this study. Questionnaire survey was the method mainly exercised for the purpose of data collection. The researcher has successfully retrieved 102 questionnaires (91%). The correlation, multi regression and ANOVA analysis were applied through SPSS software package. The results indicate that there is a positive but moderate correlation among motivational factors, recruitment policy, the attitude of the professionals and career development. The motivational factors and recruitment policy positively influence the attitude of the professionals and the positive attitude of the professionals contributes to the career development. Therefore, the result shows that the motivational factors and recruitment policy enrich the attitude of the professionals, which in turn leads to the career development.

Keywords: Motivation, recruitment policy, career development.