



**MOTIVATIONAL FACTORS AND
THE RECRUITMENT POLICY INFLUENCING THE
CAREER DEVELOPMENT OF PROFESSIONALS IN
THE UNIVERSITY LIBRARY SYSTEM IN
SRI LANKA**

By

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ABSTRACT

The main purpose of this study was to find the effects of motivational factors and recruitment policy on career development of the University Library Professionals. The biggest management challenge faced by the universities today is how to make their professionals motivated. Hence, the present study emphasised 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.

The main objectives of the study is to evaluate whether the motivational factors positively influence the attitude of the University Library Professionals and also to establish the relationship between the recruitment policy of the University Library System and the attitude of University Library Professionals. Further, it is to identify the impact of the Library Professionals' attitude in the process of career development in the University Library System. In this regard, motivational factors, recruitment policy, attitude of the professionals and career development have been chosen as the variables of this study and the attitude of the professionals has been identified as an intervening variable.

All the Professionals of the University Libraries, as they are directly responsible for the University Libraries, considered as the population and the questionnaire survey was the method mainly exercised for the purpose of data collection. Motivational factors and recruitment policy, being the major criteria in this study, universities that practice motivation and recruitment policy have been chosen in the hope that there would be a favourable relationship among the higher authorities and the library professionals, so that the reality may be measured and the questionnaire may achieve its intended targets. The researcher has successfully retrieved 102 questionnaires (91%).

The findings indicate that there is a positive but moderate correlation between the independent variable namely motivational factors and the dependent variable namely the attitude of the professionals in the first hypothesis, the independent variable namely recruitment policy and the dependent variable namely the attitude of the professionals in the second hypothesis, the independent variable namely the attitude of the professionals and the dependent variable namely career development in the third hypothesis and the independent variables namely motivational factors, recruitment policy and the attitude of the professionals and the dependent variable namely career development in the fourth hypothesis. Further, it was found that the career development scored the highest, followed by attitude of the professionals and motivational factors respectively and the recruitment policy was the last.

The motivational factors and recruitment policy positively influence the attitude of the library professionals and the positive attitude of the library professionals contributes to the career development. Therefore, the result shows that the motivational factors and recruitment policy enrich the attitude of the library professionals, which in turn leads to the career development.