



# Total Quality Management in Academic Libraries: An Overview

**Mrs.Lakshamma, M.L.I.S, M.Phil.UGC-Net, (Ph.D)**

**Librarian, Acharya & BM Reddy College of Pharmacy (ABMRCP) & Research Scholar,  
Bangalore University, Bangalore.**

**&**

**Dr. K.G. Jayarama Naik, Ph.D.**

**Professor**

**Department of Library and Information Science, Bangalore University, Bangalore**

## **Abstract:**

The present study examines the Total Quality management (TQM) in the academic libraries, It is considered as the indispensable tool in an organization in the globalization marked by scientific thought and technological innovations. As we know that libraries form an essential part of an education system. For survival of an organization/institutions in the present competitive world quality plays a vital role. The product or services provided by an organization satisfy its patrons/customers. While buying a product customers have certain expectation about the product and services. If product and services meets or exceed these expectations from time to time, this will be called as quality products and services. Cost reduction, productivity, team work, communication, problem solving are some of the dynamic skills which are necessary for quality revolution.

**Keywords:** Total Quality Management (TQM), Quality Services, TQM in Libraries, Customer focus, Academic libraries, Benefits of TQM

## **1. Introduction:**

The Total Quality Management (TQM) is a concept formed by W. Edward Deming. It was firstly adapted in Japan after World War-II to supports the Japanese in reconstruction of their Economy. Total Quality Management is the evolving topic in these days. TQM is an innovative tactic to effective management. It is the art of handling the whole to accomplish quality. It enhances the goods and services of the libraries in order to please the patrons/users. Total Quality Management is defined as both a philosophy and a set of managerial ideologies that signify the fundamentals of an unceasingly enlightening organization. Due to the effect of Information Technology, the requirements of the users are rising unpredictably and in order to satisfy them the excellence of the services should be upgraded. This can be achieved through execution of Total Quality Management which enable libraries to be more supple and reachable. The conservative approaches of giving services have today been exchanged by ICT and entirely guided by total quality management tools and procedures.

### 1.1. Total Quality Management (TQM): Concept, Meaning and Definitions

The term quality originates from Latin words as “Qualis” which means “the things as really is” “application of TQM is playing an important role. Therefore, it is a system of continuous improvement, employing participative management centred on the needs of customers”.

**W. Edwards Deming** defines it as “A predictable degree of uniformity and dependability at low cost and suited to market”.

TQM is a philosophy and not a technique. It is based on three basic concepts: quality control, employee participation and customer satisfaction. “TQM is a management approach for an organisation, centred on quality, based on the participation of all its members and aiming at long-term success through customer satisfaction, and benefits to all members of the organisation and to society.” In TQM customer satisfaction, is the organisation’s foremost priority because success of the organisation depends upon the customer satisfaction. TQM can be elaborately defined as:

- ❖ **Total:** It means everyone in the organization is responsible. It means everyone in the organisation is responsible for quality irrespective of their position and functions. In this way it takes systems view (total view) which is exhaustive and rigorous.
- ❖ **Quality:** Meeting customer’s needs at the lowest cost, first time and every time. Produce and serve according to customer needs.
- ❖ **Management:** Continuous improvement by an interactive network of communication and control. Commitment of top managers and optimum utilization of resources.

**Peter Drucker Says, “It is important to do the right things than to do a thing rightly.”**

- ❖ Q – Questions
- ❖ U - Unbias
- ❖ A - Attitude
- ❖ L - Learning
- ❖ I - Interacting
- ❖ T - Team
- ❖ Y – You

In this way Total quality management (TQM) is the art of managing the whole excellence. It is based on-

- ❖ **One Objective:** Continuous improvement
- ❖ **Three Principles:** Customer focus, Process improvement, Total involvement
- ❖ **Six Elements:** Leadership, Education & Training, Communication, Supportive structure, Measurement, Reward and Recognition



**Figure .1 Elements of TQM**

## 2. Literature Review

**Meenakshi BhanHarith (2013)** in her study on “Total Quality Management (TQM) Indicators in Academic Libraries: In India” the emphases on the execution of Quality library Service at University level. The main purpose of this paper is to trace out the indicators of measuring the quality management in academic libraries. It was detected from this study that users usually used five factors as their standards for arbitrating the quality of library services i.e., Reliability, Responsiveness, Assurance, Empathy and Tangibles of Quality Assessment. Libraries form indispensable part of an Education System.

**Ashok Singh Negi and J.P. Srivastava (2015)** in their study on “Total Quality Management (TQM) and its application in University Libraries & information services” describes the quality management which elucidates Total Quality Management in the University Libraries & Information Services. It makes available tools and the ways to upgrade quality. It accomplishes that TQM is best demarcated as Philosophy beneath big umbrella. The core purpose of this study is to enhance the concert of university libraries and information services. It is the inclusive mode of handling academic library services with emphasis on client and quality in order to deliver them quality goods and facilities.

**Sial Abera and et.al, (2021)**, The study intended to assess the level of awareness and the status of applications of total quality management (TQM) in medical libraries. A survey method was used to collect data from the library professionals serving in the libraries of medical colleges/institutes/universities of the Punjab, Pakistan. TQM applications including committed leadership and management support; continuous improvement; team work; involvement of everyone; and employee empowerment were practiced in medical libraries to achieve customer satisfaction.

**Hu, B.; Moro-Cabero, M.-M. De-La-Mano,;( 2024)** this study on Quality Management in Chinese Academic Libraries: A Systematic Review with global digital transformation and higher education evolution, academic libraries are enhancing their information and knowledge management practices. This study responds to this trendy identifying quality management (QM) models discussed and implemented in Chinese academic libraries, as well as by examining the enablers and challenges associated with QM planning and implementation. A systematic review was executed adhering to the PRISMA guidelines to critically appraise the relevant literature from five international and Chinese scholarly databases.

## 3. Objectives of the Study

The following are the objectives of the study

- ❖ To understand the concepts of Quality, TQM through literature
- ❖ To know the Customer focus services
- ❖ To know the Six elements of TQM
- ❖ To identify strategies and applications of TQM in libraries.
- ❖ To know the Benefits of TQM

## 4. Principles of TQM

- ❖ Teamwork
- ❖ Continuing training and aptitude development
- ❖ Top management leadership and obligation
- ❖ Constant self- assessment and process up gradation
- ❖ Customer driven quality
- ❖ Employee emancipation and recompense
- ❖ Quick reply
- ❖ Functioning grounded on facts

## 5. Benefits of Total Quality Management (TQM) in Libraries

### a) Benefits for the organizations:

- Quality improves and defects minimized
- Adaptability with the changing conditions
- Problems can get resolved very faster
- Scope for innovative processes

### b) Benefit to the customer:

- Improved customer loyalty and retention
- Increased customer focus and satisfaction
- Enhanced esteem and value

**c) Benefits to the staff:**

- Overall motivation and morale of Staff increased
- Increased job security
- More training means more skills
- Developed recognition among employees

**6. Importance of TQM in libraries**

In the present situation of information technology, the requirements of the users are increasing unpredictably and in order to please them the quality of the services should be enriched. This can be achieved only through the implementation of Total Quality Management which empowers libraries to be more supple and reachable.

**7. Library Facilities**

Library facilities play vital role in attracting users/patrons to library

- Appropriate outline
- Library should be set up in the centre of an organisation
- Easily accessible
- Adequate space, lightening & Ventilation
- Collection of textbooks, reference books and Journals, should be as per course of study
- Good planning of study material so that user can get their desired material instantly
- Exhibition of new comings
- Hypermedia structure in library
- Subscription of e- resources as per necessity

**CONCLUSION**

In the present scenario of information technology, the requirements of the users are increasing unpredictably and in order to please them the quality of the services should be enhanced. This can be achieved only through the execution of Total Quality Management which empowers libraries to be more supple and reachable. Libraries are the service organisations devoted to their users. By following a strategic plan library managers can transform and upgrade their organisation in order to effectively deal with the challenges of the 21st century.

In this paper it has been discussed the total quality management concepts & its applications, can be implanted in the library services particularly in the service. In the past technological park has influenced its activities in the working pattern of library & information centres. Application of TQM will give a good result in the library services and this study reveals that the application of TQM to the Library services is very useful and beneficial to the user community and also to the academic community.

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