Asian Journal of Information Science and Technology
ISSN: 2231-6108 (P) Vol.9 No.1, 2019, pp.19-24
© The Research Publication, www.trp.org.in
DOI: https://doi.org/10.51983/ajist-2019.9.1.2613

Impact of Academic Libraries on Career Development of MBA Students with Special Reference to Tiruchirappalli District, Tamil Nadu, India

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(Received 5 December 2018; Revised 24 December 2018; Accepted 13 January 2019; Available online 6 February 2019)

Abstract - **This paper focuses on the Impact of Libraries on career development of MBA students in Trichy colleges. The paper examines the results from a questionnaire-based survey conducted in Trichy colleges. The study clearly reveals the importance of career information for academic development and growth of the MBA students, the appropriate library resources and services for the MBA student's career development, the level of satisfaction of the MBA students with respect to the library and its activities towards career development and it also highlights the need for user career development programme for the management students. The results of this study will be useful for management students not only in Trichy but also to the management students in the state and the country.**

Keywords: **MBA students, Career Development, Career counseling, Career Guidance, Role of Libraries**

I. INTRODUCTION

Career development is a lifelong process of managing learning, work, leisure, and transitions in order to move towards a personally determined and evolving preferred future. In any educational institute, career development provides a focus, direction and clarity to the students in selecting a career which they will undertake in the future. The educational institutions provide career development activities through career counsellors, Placement officers, and career mentors etc. to assist students in their educational development.

Business Management is a highly successful profession which helps to achieve a major breakthrough in one's career path accompanied with a hike in income. A management qualification requires an enormous investment of efforts and money. Students have a wide variety of resources to maximize his or her career development. The typical career development programs offered by libraries in universities and colleges include career search strategies, interview skills training and instructions on writing resume.

II. OBJECTIVES OF THE STUDY

1. To find out the career development awareness of Trichy district MBA students
2. To understand the importance of career information for academic development and growth of the MBA students.
3. To find out the appropriate resources and services of the libraries for the MBA student's career development.
4. To find out the level of satisfaction of the MBA students with respect to the library and its activities done for career development

III. HYPOTHESES

1. There is no significant difference between gender and rendering the resource of the libraries for the MBA student's career development.
2. There is no significant difference between gender and rendering the services of the libraries for the MBA student's career development.
3. There is a significant difference between gender and the level of satisfaction of the MBA students in relation to the library and its activities towards the career development.

IV. METHODOLOGY

The questionnaire method was used for data collection. Totally 250 questionnaires were randomly distributed in various colleges in and around Trichy city. Out of 250 questionnaires distributed, only 196 filled in questionnaire could be collected. Anova test was done and the results are tabulated.

V. LIMITATIONS OF THE STUDY

1. This study focuses only on Trichy city Libraries only.
2. In spite of the follow up, the investigator could collect only 196 filled in questionnaire back from the respondents out of 250 questionnaires.

VI. REVIEW OF LITERATURE

Baxter Kim, *et al.*, (2016) stated that the longest continually-running Executive MBA program in New Zealand is designed for managers who have substantial professional and managerial work experience. Students learn how to be successful in senior leadership roles in the public or private sector. Survey data supports findings of other studies which revealed that as student's transition to postgraduate study happens embedded and discipline specific library support is needed.

According to Thanuskodi (2013), E-resources are mushrooming online and in other formats. This phenomenon is due to the rapid advancement of information technologies, including the Internet and digitizing techniques. The extent of e-resources (including e-journals, e-books, etc.) is spiralling, although no exact number is available. These changes significantly enlarge the size of the electronic resources pool. Electronic resources have become indispensible in any digital library.

Chuang, N. K (2011), investigated the career development processes of the students by measuring the effects of job-related barriers and coping behaviors on their career decision self-efficacy. Data addresses the importance of career competencies in addition to professional expectations. Results were (a) improve the career assistance provided by hospitality programs, (b) assist students with their career goals, (c) increase effectiveness of career advising, and (d) suggest future studies investigating career barriers.

According to Thanuskodi (2011), in the IT era, academic libraries and information centers have radically changed the information environment in higher education institution with the introduction of electronic resources. The use of the Internet by Social Science Faculty of Annamalai University was examined. The results indicate that the use of Internet services by the faculty is associated with an increase in the number of research papers and with improvement in the quality of research and teaching.

According to Thanuskodi (2009), ‘information is not only a national resource but also a medium for social communication. With declining budgets and higher subscription cost, it is becoming difficult to meet the demands of library users”. Libraries should therefore ensure the security and safety of their collection.

VII. DATA ANALYSIS AND INTERPRETATION

The researcher has analysed and interpreted the data collected. The data was collected during the month of Nov 2018. The researcher analyzed the data after checking the questionnaires for completeness and edited the required entries.

TABLE I THE CATEGORY OF MBA STUDENTS

Gender	Respondents N=196	%
Male	124	63.27
Female	72	36.73
Total	196	100

Table I show that the category of library users from MBA department in Trichy city based on their gender. Among the 196 respondents, 63.27% of the respondents are male whereas 36.73% of the respondents are female.

TABLE II CAREER RESOURCES – BOOKS

Opinion	Male		Female		Total	%
Most useful	12	9.68	10	13.89	22	11.22
Fairly useful	55	44.35	24	33.33	79	40.31
Sometimes useful	34	27.42	19	26.39	53	27.04
Least useful	21	16.94	17	23.61	38	19.39
Not useful	2	1.61	2	2.78	4	2.04
Total	124	100	72	100	196	100

Table II shows that the usefulness of books for the career development of MBA students. 40.31 % of the users pointed out that books are fairly useful, 27.04 % of the users revealed that it is sometime useful. 19.39 % of the users felt it was least useful. It indicates that the Books are fairly useful to MBA students for their career development.

TABLE III CAREER RESOURCES – JOURNALS

Opinion	Male		Female		Total	%
Most useful	48	38.71	21	29.17	69	35.20
Fairly useful	33	26.61	20	27.78	53	27.04
Sometimes useful	28	22.58	17	23.61	45	22.96
Least useful	12	9.68	12	16.66	24	12.24
Not useful	3	2.42	2	2.78	5	2.56
Total	124	100	72	100	196	100

Table III shows that the usefulness of Journals for the career development of MBA students. 35.20 % of the users pointed out that journal are most useful, 27.04 % of the users revealed that it is fairly useful. 22.96 % of the users felt that it is sometime useful. 12.24 % of the respondents pointed out that it is least useful. It indicates that the journals are very much opted resource for career development.

TABLE IV CAREER RESOURCES – NEWSPAPERS

Opinion	Male		Female		Total	%
Most useful	65	52.42	28	38.89	93	47.45
Fairly useful	32	25.81	24	33.33	56	28.57
Sometime useful	17	13.71	11	15.28	28	14.28
Least useful	10	8.06	9	12.5	19	9.7
Not useful	0	0	0	0	0	0
Total	124	100	72	100	196	100

Table IV shows that the usefulness of newspapers for the career development of MBA students. 47.45 % of the users pointed out that it is most useful, 28.57 % of the users revealed that it is fairly useful. 14.28 % of the users felt that it is sometimes useful. 9.7 % of the respondents pointed out it is least useful. It indicates that the newspapers are most useful.

TABLE V CAREER RESOURCES - INTERNET FACILITIES

Opinion	Male		Female		Total	%
Most useful	61	49.2	31	43.06	92	46.94
Fairly useful	36	29.03	16	22.22	52	26.53
Sometime useful	17	13.71	16	22.22	33	16.84
Least useful	8	6.45	9	12.5	17	8.67
Not useful	2	1.61	0	0	2	1.02
Total	124	100	72	100	196	100

Table V shows that the usefulness of the Internet facilities for the career development of MBA students. 46.94 % of the users pointed out that it is most useful, 26.53 % of the users revealed that it is fairly useful.

16.84 % of the users feel it is sometimes useful. 8.67 % of the respondents pointed out that it is least useful. It indicates that the Internet facilities are more useful for career development

TABLE VI CAREER RESOURCES - JOB PORTALS

Opinion	Male		Female		Total	%
Most useful	12	9.68	6	8.33	18	9.18
Fairly useful	14	11.29	6	8.33	20	10.20
Sometime useful	24	19.35	7	9.72	31	15.82
Least useful	28	22.58	22	30.56	50	25.51
Not useful	46	37.1	31	43.06	77	39.29
Total	124	100	72	100	196	100

Table VI shows that the usefulness of Job Portals for the career development of MBA students. 39.29 %, 25.51 %, 15.82 % and 10.20 % of the users felt that it is not useful, least useful, sometimes useful and fairly useful respectively. It indicates that it is not useful for career development.

TABLE VII OPINION ABOUT THE SEPARATE COMPETITIVE EXAM SECTION

Opinion	Male		Female		Total	%
Very good	23	18.55	12	16.67	35	17.86
Good	41	33.06	30	41.67	71	36.22
Fair	18	14.52	13	18.05	31	15.82
Poor	25	20.16	10	13.89	35	17.86
Very poor	17	13.71	7	9.72	24	12.24
Total	124	100	72	100	196	100

Table VII reveals that the opinion about separate competitive exam section in the library for career development. 36.22 % of the respondents conveyed that it is good. Very good and poor respectively. 15.82 % of the users conveyed it is fair. 12.24 % of the users revealed very poor. It indicates that competitive exam section is good and very useful for MBA students.

TABLE VIII OPINION ABOUT THE INVITED EXPERTS TALK ABOUT CAREER DEVELOPMENT

Opinion	Male		Female		Total	%
Very good	27	21.78	13	18.06	40	20.41
Good	46	37.1	17	23.61	63	32.14
Fair	22	17.74	17	23.61	39	19.89
Poor	16	12.90	10	13.89	26	13.27
Very poor	13	10.48	15	20.83	28	14.29
Total	124	100	72	100	196	100

Table VIII shows that the opinion of the respondents about the Invited experts talks by the library for career development. 32.14 % of the respondents conveyed it is good 20.41 %, of the respondents it is very good 19.89 % of the respondents conveyed it is fair. It indicates that expert talk is good and useful for MBA students.

TABLE IX OPINION ABOUT THE COMPETITIVE EXAM ASPIRANT'S DISCUSSION FORUM

Opinion	Male		Female		Total	%
Very good	19	15.32	15	20.83	34	17.35
Good	20	16.13	17	23.61	37	18.88
Fair	37	29.84	21	29.17	58	29.59
Poor	38	30.65	12	16.67	50	25.51
Very poor	10	8.06	7	9.72	17	8.67
Total	124	100	72	100	196	100

Table IX shows that the opinion of the MBA students about Competitive exam aspirant's discussion forum for career development. 29.59 % of the respondents conveyed that it is fair, 25.51 % of the users conveyed it is poor. 18.88 % of the users conveyed it is good. 17.35 % of the users revealed very good.

TABLE X OPINION ABOUT THE JOB ALERT SERVICE THROUGH NOTICE BOARD

Opinion	Male		Female		Total	%
Very good	30	24.19	12	16.67	42	21.43
Good	42	33.87	32	44.44	74	37.76
Fair	15	12.1	8	11.11	23	11.73
Poor	32	25.81	14	19.44	46	23.47
Very poor	5	4.03	6	8.33	11	5.61
Total	124	100	72	100	196	100

Table X shows that the opinion of the MBA students about the Job alerts service through Notice Board. 37.76 % of the respondents conveyed that it is good, 23.47 % of the users conveyed it is poor. 21.43 % of the respondents conveyed it is very good. 11.73 % of the users revealed it is fair. It indicates that Job alert service through Notice Board is good.

Table XI Opinion About Job Alert Service Through Social Media

Opinion	Male		Female		Total	%
Very good	4	3.23	3	4.17	7	3.57
Good	9	7.26	3	4.17	12	6.12
Fair	47	37.9	26	36.1	73	37.24
Poor	38	30.64	28	38.89	66	33.68
Very poor	26	20.97	12	16.67	38	19.39
Total	124	100	72	100	196	100

Table XI shows that the opinion of the MBA students about the Job alert service through social media. 37.24 %, of the respondents conveyed that it is fair. 33.68 % of the respondents conveyed that it is poor. 19.39 % of the respondents conveyed that it is very poor. In view of motivating the MBAs, the librarians may extend the Job alert service through social media for their career development.

Table XII The Level Of Satisfaction About Availability Of Resources

Opinion	Male		Female		Total	%
Extremely satisfied	23	18.55	10	13.89	33	16.84
Very satisfied	33	26.61	19	26.39	52	26.53
Moderately satisfied	40	32.26	22	30.56	62	31.63
Slightly satisfied	25	20.16	15	20.83	40	20.41
Not at all satisfied	3	2.42	6	8.33	9	4.59
Total	124	100	72	100	196	100

Table XII shows that the level of satisfaction about the Availability of resources and services on career development. 31.63 % of the users are moderately satisfied. 26.53 % of the users very satisfied. 20.41 % of the users are slightly satisfied. 16.84 % of the users extremely satisfied. Only 4.59 % of the users are not at all satisfied.

Table XIII The Level Of Satisfaction Based On The Career Development Activities

Opinion	Male		Female		Total	%
Extremely satisfied	16	12.9	11	15.28	27	13.78
Very satisfied	30	24.19	15	20.83	45	22.96
Moderately satisfied	43	34.68	20	27.78	63	32.14
Slightly satisfied	31	25	18	25	49	25
Not at all satisfied	4	3.23	8	11.11	12	6.12
Total	124	100	72	100	196	100

Table XIII shows that the level of satisfaction based on the Career development activities. 32.14 % of the users are moderately satisfied. 25 % of the users are slightly satisfied 22.96 % of the users are very satisfied and 13.78 % of the users are extremely satisfied.

Table XIV The Level Of Satisfaction Based On The Career Development Programs

Level of satisfaction	Male		Female		Total	%
Extremely satisfied	12	9.68	5	6.94	17	8.67
Very satisfied	17	13.71	8	11.11	25	12.76
Moderately satisfied	42	33.87	22	30.56	64	32.65
Slightly satisfied	48	38.71	29	40.28	77	39.29
Not at all satisfied	5	4.03	8	11.11	13	6.63
Total	124	100	72	100	196	100

Table XIV shows that the level of satisfaction of MBA students based on the Career development programs. 39.29 % of the users are slightly satisfied. 32.65 % of the users are moderately satisfied. 12.76 % of the users very satisfied. 8.67 % of the users extremely satisfied.

A. Testing of Hypothesis

1. Hypothesis 1

There is no significant difference between gender and rendering the resource of the libraries for the MBA student's career development.

Table XV Anova Analysis For Gender And Rendering The Resource Of The Libraries

S. No.	Career Resources	Variables	F Value	P Value	S/NS
1	Books	Gender	1.088	.327	NS
2	Journals		1.445	.263	NS
3	Newspaper		0.700	.426	NS
4	Newsletter/ Pamphlet		1.404	.269	NS
5	Online resources		0.938	.361	NS
6	Internet facilities		0.768	.406	NS
7	Job portals		1.703	.228	NS

Level of Significance = 0.05, S/NS = Significant/Not Significant

From the above table show that P value is higher than 0.05, hypothesis is accepted at 5% level of significance with respect to the career resources and gender. Hence, it concluded that there is no significant difference between gender and rendering the resource of the libraries for the MBA student's career development.

2. Hypothesis 2

There is no significant difference between gender and rendering the services of the libraries for the MBA student's career development.

TABLE XVI ANOVA ANALYSIS FOR GENDER AND RENDERING THE SERVICES OF THE LIBRARIES

S. No.	Services	Variables	F Value	P Value	S/NS
1	Competitive exam section	Gender	3.099	.116	NS
2	Invites experts talk		3.029	.119	NS
3	Job fair		0.295	.601	NS
4	Discussion forum		3.046	.119	NS
5	Notice board		1.676	.231	NS
6	Social media		1.117	.321	NS

Level of Significance = 0.0, S/NS = Significant/Not Significant

Table XVI reveals that P value is higher than 0.05, hypothesis is accepted at 5% level of significance with respect to the career services and gender. Hence, it concluded that there is no significant difference between gender and rendering the services of the libraries for the MBA student's career development.

3. Hypothesis 3

There is a significant difference between gender and the level of satisfaction of the MBA students about their library and its activities towards career development.

TABLE XVII ANOVA ANALYSIS FOR GENDER AND THE LEVEL OF SATISFACTION

S. No.	Services	Variables	F Value	P Value	S/NS
1	Availability of resources	Gender	2.286	.168	NS
2	Career development activities		2.154	.180	NS
3	Career development programs		1.143	.316	NS
4	Library staff's helping attitude		1.284	.289	NS

Level of Significance = 0.05, S/NS = Significant/Not Significant

Table XVII denotes that P value is higher than 0.05, hypothesis is accepted at 5% level of significance with respect to the career services and gender. Hence, it states that there is a significant difference between gender and the level of satisfaction of the MBA students about their library and its activities towards career development.

VIII. FINDINGS

Among the 196 respondents, the majority of the respondents (63.27%) are male. 58.16 % and 41.84% of the respondents are rural and urban background respectively. The engineering students are very much interested in doing MBA after graduation. Majority of the respondents (38.78 %) of the respondents daily use the library. Books are considered fairly useful (40.31 %) for career development. It was found that the journals (35.20 %) are very much opted resource and newspapers (47.45 %) are most useful for career development. The Newsletters/ Pamphlet were least useful and Online Resources are fairly useful for career development. The Internet facilities are more useful and the Job Portals are not much useful for career development.

(36.22 %) of the respondents conveyed that competitive exam section is good and very useful whereas the MBA students were not much impressed by the job fairs organized by the library. The findings indicate that invited expert talks are useful and initiatives like job alert service through Notice Board and social media were good and fairly used.

Most MBAs students in Trichy city are moderately satisfied (31.63 %) and slightly satisfied (39.29 %) with availability of resources and services and career development programs respectively. 42.35 % of the respondents are very much satisfied with the Library staff's helping attitude towards their career development.

IX. SUGGESTIONS

1. According to this study, the Librarians may collect and distribute good and appropriate Newsletters/ Pamphlet for the career development. The librarians may develop a user friendly job portal and update it regularly for the career development.
2. The librarians may form clubs within the Library such as marketing club, finance club, HR club etc. It may be run by MBA students and the librarian can encourage and support them in organizing different activities like quizzes, industry guest lecture, case competition and competitive exam aspirant's discussion forum. The club gives the chance to apply classroom learning to the outside world.
3. In order to provide better services to its students, Colleges / Universities should collect all types and up-to-date books and periodicals on career development. And the librarians may arrange to conduct Career exhibitions and guidance sessions
4. It is suggested that future research in career development can further analyse the role of Library in relation to its role in career development on a yearly basis and university basis

X. CONCLUSION

Career information services provided by libraries of management institutions can be useful to students who are on the lookout for jobs. Career development activities in management institutions of Trichy city must provide assistance in helping each student to understand that career development is a lifelong process. At present, most of the academic libraries in Trichy are providing career information but only few are interested in providing proper guidance to the students in the selection of suitable careers.

This study has concluded that the Trichy city academic Libraries have to give more attention to collect all types of up-to-date resources in relation to career in their Library and Librarian has to take up additional workload of career development activities with commitment besides the regular routines such as collaboration with other members of the college and university especially the career guidance cell and faculty in general.

ACKNOWLEDGEMENT

This article has been written with the financial support of RUSA – Phase 2.0 grant sanctioned vide Letter No. F.24-51/ 2014-U, Policy (TNMulti-Gen), Department of Education Government of India, Dt.09.10.2018.

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