TABLE OF CONTENTS

	PAGE NO.
CERTIFICATE	i
DECLARATION	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	iv
LIST OF TABLES	viii
LIST OF FIGURES	x
PREFACE	xii
CHAPTER –I INTRODUCTION	1
1. CHALLENGES BEFORE UNIVERSITY LIBRARIES	2
2. LIBRARY PERSONNEL: THE MAJOR COMPONENT OF UNIVERSITY LIBRARIES	5
3. MOTIVATION	9
3.1. Meaning and definition of motivation	9
3.2. Job motivation	11
3.3. Need for studying motivation	12
3.4. Theories of motivation	14
3.4.1. Traditional theories of motivation	14
3.4.2. Modern theories of motivation	19
3.4.3. Factors of motivation	21
4. PERFORMANCE	27
4.1. Performance evaluation and its need	29
4.2. Criteria for performance evaluation	30
4.3. Techniques of performance evaluation	34

5. RELATIONSHIP BETWEEN MOTIVATION AND PERFORMANCE 35
6. APPLICATION OF MOTIVATION AMONG LIBRARY PERSONNEL 39
7. RATIONALE OF THE STUDY 41
8. STATEMENT OF PROBLEM 45
9. OBJECTIVES OF THE STUDY 45
10. HYPOTHESES FOR THE STUDY 45
11. SCOPE AND LIMITATIONS OF THE STUDY 45
12. OPERATIONAL DEFINITIONS OF THE TERMS USED
IN THE STUDY 46
REFERENCES 49

CHAPTER –II REVIEW OF THE RELATED LITERATURE 56

1. MOTIVATION 56
2. PERFORMANCE EVALUATION 74
3. RELATION BETWEEN MOTIVATION AND PERFORMANCE 82
CONCLUSION 91
REFERENCES 92

CHAPTER –III METHODOLOGY OF THE STUDY 101

SECTION-I

PROCEDURE OF THE STUDY 101

1. DATA REQUIRED FOR THE STUDY 101
2. SOURCES OF DATA 102
SAMPLING 103
3. TOOLS USED FOR THE STUDY 104
3.1. Motivation Scale 105
3.2. Self Assessment Performance Rating Scale 105
3.3. Validation of the tools 106

4. COLLECTION OF DATA 107
5. ANALYSIS OF DATA 108

SECTION-II

SETTING OF THE STUDY 110
REFERENCES 115

CHAPTER –IV ANALYSIS AND INTERPRETATION OF DATA 116

1. BACKGROUND OF LIBRARY PERSONNEL 116
2. MOTIVATIONAL LEVEL OF LIBRARY PERSONNEL 129
3. MOTIVATIONAL FACTORS FOR LIBRARY PERSONNEL 136
4. RELATIONSHIP BETWEEN MOTIVATION AND PERFORMANCE 145
5. PERFORMANCE LEVEL OF HIGH AND LOW MOTIVATED PERSONNEL 149
6. STRATEGIES FOR MOTIVATION 161

REFERENCES 171

CHAPTER-V FINDINGS AND CONCLUSIONS OF THE STUDY 174

- FINDINGS OF THE STUDY 175
- IMPLICATIONS OF THE STUDY 180
- SUGGESTIONS FOR FURTHER STUDIES 181

CONCLUSION 182

APPENDICES

▪ APPENDIX-A	QUESTIONNAIRE IN ENGLISH	184
▪ APPENDIX-B	QUESTIONNAIRE IN GUJARATI	192
▪ APPENDIX-C	VALIDATION OF TOOLS	201
▪ APPENDIX-D	MOTIVATION AND PERFORMANCE SCORES OBTAINED BY LIBRARY PERSONNEL	216

BIBLIOGRAPHY 220