Improvement of Public Library Services Quality: A Strategic Plan by Interpretive Structural Modeling and MICMAC
(Case Study: Yazd City Public Libraries in Iran)

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Abstract

Purpose: The purpose of this study was to develop a strategic plan to improve the quality of public libraries in order to resolve financial barriers and better internal processes using structural modeling of interpretations of the library experts.

Methodology: This research conducted using a single cross-sectional survey fieldwork. Methods of data collection include questionnaires, interviews and library studies. We selected 3 public libraries among all public libraries of Yazd city randomly and chose 7 experts by their mastery and proficiency. They filled a researcher-made questionnaire consisted of important factors affecting quality of services in public libraries. Then, we used structural modeling and MICMAC method to find infrastructural, middle and superstructural elements of improvement.

Findings: The extracted model suggest that "financial resources and "staffing library experts for library affairs are the base in order to use and develop plans and objectives of public libraries. These Factors were highly influencing ones that affected other factors.

Originality/Value: Using the suggested strategic plan can help the managers of public libraries to set priorities of action. Right priority setting also can help improvement of services.

Keywords: Public Libraries, Service Quality, Strategy Plan, Interpretive Structural Modeling, MICMAC.