

Levels of Acceptance by Members of Staff at Zaituna University of Their New Roles as Defined by Total Quality Management

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Abstract

This study has investigated the extent of acceptance by members of staff at Zaituna University of total quality management (TQM) measures in their teaching, the effect of teaching experience on this acceptance by the study sample, in addition to uncovering the factors that preclude implementing TQM measures. Specifically, the study has tried to answer the following three questions:

1. To what extent have the members of staff at Zaituna accepted the TQM trend in their teaching?
2. Are there statistically significant differences in these acceptance levels resulting from the length of teaching experience (classified as short, medium and long)?
3. What are the factors that preclude implementing TQM measures in teaching?

The researcher has developed a questionnaire consisting of 34 items, grouped under the headings of Quality Culture, Study Plans, Teaching Methods and Evaluation. The subjects of the study consisted of 100 members of staff.

The results indicate a high level of acceptance by the members of staff at Zaituna University of their new roles specified by the Education TQM forms. The mean of their response to the questionnaire was 4.2 out of 5. The results also show that the members of staff with short teaching experience have exhibited a higher level of acceptance than those with medium or long experience. Finally, the study has uncovered some impediments for implementing TQM in teaching, such as lack of a clear picture of the concept of TQM at the teaching and administrative levels, lack of qualified TQM personnel, and the overriding concern of the students and their parents with exams as the most important indicator of students' progress.

The study has recommended a shift to TQM in education, and stressed the necessity of transforming the roles of teachers, students and teaching environment in accordance with TQM specifications.

For the paper in Arabic see pages (531-564)