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2nd International Conference on New Challenges in Management and Business



2nd International Conference on New Challenges in Management and Business

Conference Proceedings

Ardabil, Iran

9-10 September, 2015

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Language and Style Editors:

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Keynote Speeches

Building Links and Fulfilling Potential

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With the imminent lifting of Western sanctions, the potential for Iran to grow its economy and influence the world economy is enormous. Crucial to this economic development is the success of its industries, particularly its leadership. As a result, University of Queensland academic, Bernard McKenna, is collaborating with the IMI to gather data that can provide useful information for Iranian business leaders to fulfil that potential. In his address, Professor McKenna will explain the survey that participants will hopefully complete to show the relationship of success variables. The survey will measure Wise Judgment, Entrepreneurial Identification and Orientation, Career Satisfaction and Adaptation, and Orientation to the Environment. Thus the presentation will identify and explain the major external factors and the internal and personal factors that predict success. It is hoped that this will lead to future collaboration with Iranian industry partners to increase the numbers of participants (and thus increase validity and reliability of the analysis) and to widen the scope of future research to look more closely at effective leadership variables and other factors such as communication, diversity, cross-cultural links, and conflict resolution.

Effect of Organizational Loads on Work Stress, Emotional Commitment, and Turnover Intention

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The quality of work life plays an important role in the success of an organization (Srivastava & Kanpur, 2014). The organizational load on employees can affect the individual and their work stress, as well as employee turnover intention, and employee emotional commitment. Therefore, many studies have focused on work stress and commitment. We investigated the effects of responsibility load and workload on work stress, emotional commitment, and turnover intention, using a sample of academicians employed in state universities in Turkey. We collected data via questionnaires from the academicians (n = 1043). The results indicate that: 1) both workload and responsibility load affect work stress, 2) both workload and responsibility load affect emotional commitment, and 3) workload affects turnover intention, while responsibility load has no effect on it.

Disruption and Ambidexterity: How Innovation Strategies Evolve?

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To be able to adapt successfully to the rapidly changing and uncertain external environment, foreseeing and adapting to the changes are very critical but not enough; because it just makes us followers but not prospectors or proactive entrepreneurs. It is also possible to change the rules of the game to one's own advantage instead of just trying to adapt to the established norms. This is not only innovation but also disruption. Especially those small or newly established organizations might try to disrupt the already established way of doing business dominated by the more powerful, larger, and older competitors. Since they are already integrated and adapted to the status quo it would be difficult for them to admit the importance of radical change; but for the smaller and potentially more dynamic and adaptable newcomers, disruption is not only easier but also a must for survival. Established firms facing the unexpected or marginal innovations coming from some successful disruptors need to develop counter attacks to preserve their market shares. In such a marketplace, the old normal standardized value propositions begin to disappear, and new innovative avenues emerge in the margins causing a duality for selection: either low quality and cheaper novelties or luxurious ones. These response strategies may force firms to choose one of these once marginal segments and try to enlarge these segments to new markets. In biological terms this is disruptive selection leading to the emergence of two new and different species out of an older one. But still we have another alternative instead of selecting one, why not selecting both at the same time, i.e. ambidexterity: successful combination of seemingly conflicting alternatives. Not only successful disruptions but also successful responses may turn old business sectors to a new ambidextrous status quo until another wave of change.

Abstracts

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Organizational Aspects of Psychological Ownership

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Psychological ownership is considered as an integral part of employees' relationship with their organizations. The present study aimed to introduce psychological ownership as a factor in sustainable partnership of organizations by using the principles of organizational behavior. The effects of psychological ownership on the organizations have been investigated from two dimensions. Structural dimension grants the legal property rights of employees and increase their responsibility towards their own rights and desires. Process dimension facilitates the process of change. The concept of psychology ownership naturally was taken from a set of constructs related to the theories of organizational behavior such as organizational commitment, organizational identity, and internalization but in terms of nature its conceptual core and motivation bases differ widely. The use of psychological ownership depends on the ability of managers to reinforce the potential characteristics of psychological ownership in the organizations.

A Study of the Performance of Sales Staff based on their Demographic Features

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This study aimed to investigate the behavioral performance of sales staff based on their demographic features. The study was an applied research adopting a correlational method and survey design. The statistical population of the study consisted of 386 home appliance dealers in Tabriz which were selected by using cluster sampling. The findings of this study revealed that there was not a significant difference relationship between the behavioral and sales staff performances and gender while there was a significant difference between results-based performance and gender. Moreover, there were a direct significant relationship between sales staff and results-based performances and age but there was not a significant relationship between behavioral performance and age. The relationship between sales staff and results-based performances and marital status of participants were significantly different while this relationship was not significant different between behavioral performance and marital status. There was not a significant difference between sales staff performance and its dimensions and the participants' level of education.

Dynamic Modeling of Factors Affecting the Promotion of Small Household Electrical Appliance Products to Improve the Marketing of these Products: A Case Study at Pars Khazar Industrial Company

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Household electrical appliance products are considered as the fastest growing industry of Iran for almost two decades. The presence of a large number of Iranian and best global brands in the industry has become an ongoing challenge. Household appliance manufacturers need some innovative strategies in the area of product design, advertising, sales and after sales services to achieve their marketing and business objectives. This paper aimed to present a dynamic model of factors affecting the promotion of small household electrical appliance products to improve the marketing of these products. Mathematical modeling has a special place due to its great potentials and capabilities. System dynamics is a method for studying and managing the complex feedback systems. Such systems can be applied to various frameworks such as business, economics, management, and marketing. The idea of system dynamics gives a clear picture of nonlinear behavior of complex systems based on their internal feedback loops and time delays to make more understandable the nature of systems.

Future Challenges in Management: The Use of Masscapital by Firms

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The development of social networks is impacting on the new environment of the Web 3.0 era. In the new framework, firms or groups of business networks are not flexible enough to cope with the diverse innovations that continually appear in the globalized world, as individuals, and the crowd, overcome the advantages of the networks of firms. Hence, the co-creation, with the physical or virtual participation of the customer and other stakeholders is essential. In this arena, successful organizations are creating the mechanism to attract organizations and individuals that can create the value for customers. Moreover, they are capturing and using the capabilities of the entities or the crowd that are closely related to the company, what we call? Masscapital?, defined as the capabilities of all the individuals or organizations, related closely or not to the company, which can help it to innovate or improve any of its activities or processes. This paper analyzes the evolution of Crowdsourcing to the called Masscapital, and how some successful companies such as Google, Facebook, Tripadvisor or Zara have found the formula to create mechanisms to continuously capture the Masscapital?, or the capabilities of the mass, without launching open calls and without asking for a solution of concrete problems, and by using the web 3.0.

A Study of Business Intelligence of Sales Staff based on their Demographic Features

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This study aimed to investigate the business intelligence of sales staff based on their demographic features. The study was an applied research adopting a correlational method and survey design. The statistical population of the study consisted of 386 home appliance dealers in Tabriz which were selected by using cluster sampling. The results of this study showed that the relationship between the business intelligence of sales staff and its dimensions including commercial, organizational, functional, and technological and the gender was not significantly different while the relationship of the business intelligence of sales staff and its dimensions and organizational dimension was significantly different. Furthermore, the relationship between the commercial and organizational dimensions of business intelligence and the marital status of the sales staff was significantly different but the relationship between the functional and technological dimensions of the business and the marital status of the sales staff was not significantly significant. Also, the relationship between commercial, functional, and organizational dimensions of business intelligence of sales staff and the participants' level of education was not significantly different; however, the relationship between the technological dimension of business intelligence of sales staff and participants' level of education was significantly different. It further revealed that the relationship between the commercial, functional, and organizational dimensions of sales staff and their monthly income was significantly different from the other relationship between the technological dimension of business intelligence and their monthly income which was not significantly different. Moreover, there was a direct significant relationship between commercial, functional, and organizational dimensions of business intelligence of sales staff and participants' age while there was a significant inverse relationship between technological dimension of business intelligence of sales staff and participants' age.

The Impact of Electronic Procurement on Supply Chain Performance through Information Sharing

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Supply chain management and enterprise resource planning have been growing increasingly in various industries. New creations in resources planning, electronic commerce, and extensive supply chain lead the organizations towards integrating strategic business applications. Using modern information systems such as electronic procurement and sharing information among supply chain partners are considered as an effective way to deal with the challenges in a complete environment. The previous studies have shown that the information sharing in the supply chain helps the companies to improve their operational performance and their supply chain performance. The present study aimed to study the impact of electronic procurement on the supply chain performance through information sharing. The design of this study was a descriptive-correlational study and non-probability sampling method was used for data collection. The statistical population of study consisted of all automobile parts manufacturing companies which gain grade A. The main tool of data collection was a standardized questionnaire. To test the hypothesis, structural equation modeling (SEM) was used. The results confirmed the impact of electronic procurement on improving level of supply chain performance of companies.

The Study of Effective Factors in Human Resources Empowerment

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In today's era of competition and comparison, the most successful organizations make the most effective use of their own human resources capacity. The main purpose of the study was to investigate the effective factors on the empowerment of human resources. According to the different perspectives of researchers on effective factors on the empowerment of human resources, empowerment is related to three effective factors including individual, group, and organizational. Individual factors consist of self-esteem, organizational commitment, leadership style, and locus of control. Group factors refer to the group decision-making, trust within group, and sociality while organizational factors emphasize on the organizational culture, training, organizational support, and organizational structure.

The Theoretical basis of Supply Management: Theoretical and Practical Contributions of Representation Theory

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This study aimed to present representation theory and provided a description of its probable theoretical and practical contributions in the process of decision making of supply management because representation theory can be considered as a valuable supportive tool to improve decision making process in professional purchasing related to resource strategies and awarded contracts. This research reviewed the most recent literature in historical development, assumptions, and empirical evidence and theories of representation. It, also, presented a model for representation theory which was arised from asymmetric information, opportunistic behavior, and representation costs. It was argued that representation theory plays a vital role in supply chain management and offers a solution to optimize contracts. The implications of study and suggestions for further research are discussed.

The Interactive Role of Art in Urban Management: The Effect of Environmental Graphic Design and Urban Management on Urban Furniture and its Development

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For a long time, the most two common concepts of urban and urbanization and their characteristics were familiar for human beings. At the beginning, urban was a place for gathering a group of people, but now moves beyond from its semantic meaning which refers to a large numbers of crowds or people gathered closely together in a place. According to the new definition of urban, the urban furniture is considered as a part of this process and it is manifested as a part of environmental graphic and urban landscape. Environmental graphic including outdoor and indoor environments, encompasses variant fields which role of both environments is informing notifications. Indoor environments consist of all interior spaces of official and commercial buildings, subway, and fairs and malls, which in them, the required information provided for citizens and tourists by using figures, letters, and different types of tables. In addition to the informative aspect, visual aspect of urban space has beauty aspect. Color, light and lighting, volume, and sculpture are elements in urban landscape which are applied visual and can have either negative or positive performance. In this paper we have tried to analyze the urban space and emphasize the role of urban management. It was an analytical descriptive study. To achieve this goal, a number of different groups are involved which the most important one is urban managers who determine the norms, rules, principles, scope of these groups' involvement and establish the mechanisms for selection of these groups.

Hierarchical Distance as a Mediator of HRM Practices and Social Processes: An Empirical Analysis in Spanish Firms

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The purpose of this paper is to test the role of hierarchical distance in the relationship between HRM practices and social processes. Mediation of HRM practices and social processes by hierarchical distance was examined using a sample of 102 Spanish firms. Partial least squares structural equation modeling was employed to assess relationships. Results suggest mediation of hierarchical distance between HRM practices and social processes. This study used a cross-sectional sample, which limits conclusions regarding findings. HR managers should consider hierarchical distance more carefully, especially when creating HRM practices, to improve relationships among employees. Thus, the politics of commitment function better when organizations are more horizontal. Organizations in which important tasks are commonly delegated, managers question employees frequently prior to making decisions, discussions are encouraged, and social relationships – both in and out of work – are valued, appear to provide the most benefit regarding competitive advantages generated through HRMp. The literature pays little attention to non-linear models, especially regarding dimensions such as organizational culture. Examining organizational dimensions such as hierarchical distance sheds more light on the black box of human processes and relationships.

The Impact of Information Technology on Organizational Strategic Decisions Enhancement

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The world is changing regularly and these changes are inseparable and inevitable part of it. Factors such as new thoughts and experiences, better strategies, smarter systems, lower level optimizations, higher speed, and lower depreciation expense cause that the changes are always considered as one of the reasons of progress and productivity of organizations. The elites have always been the starters of these movements and they guide society towards a more modern life and build better cognition by placing in sensitive areas as a scientist, inventor, innovator, and director. In recent era, the organizations are condemned to survive in competitive system that can make faster decisions. Speed and accuracy are two factors that improve decision making process. This paper presented some current concerns of managers that make them to use modern information technology. These concerns were minimizing the time of getting information, creating intelligent network control and management system, increasing social communication and expanding collective intelligence, updating the knowledge and the data collection, and equipping the hardware and software systems. This study also investigated the effects of information technology on strategic decision making of managers by considering these five concerns.

Leadership and Islamic Leadership Qualities from the Perspective of the Quran and Sunnah

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Leadership generally is one of the most difficult, delicate, challenging works of modern management. Leadership also provides different areas of durable sustainable development of civilizations and governments. The present study tried to investigate the role of leadership and Islamic leadership qualities from the perspective of the Quran and Sunnah. Nowadays, the term leadership holds a special place in the macro management culture of Muslim and non-Muslim countries. One of the most outstanding qualities of Islamic leadership is getting familiarity with the Quran's verses and chapters and Sunnah and practicing them. This belief expands the leadership perspective from an internal to a broader view of the world, human, and society and moves it from material to spiritual affairs, from personal to social affairs, and from social affairs of the community to divine unity. This paper further presented the definition of leadership and leadership qualities and then attempted to compare Islamic and non-Islamic leadership.

The Relationship between Organizational Citizenship Behavior and Social Capital

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The concept of social capital is currently receiving a lot of attention from development agencies and research institutions. Social capital is formed and established as a result of values, norms, traditions, customs, and rules which provides the context for the mutual social communication, underlies the empathy, collaboration, altruism, loyalty, and consciousness in the social life of people. The present study was conducted to investigate the relationship between organizational citizenship behavior and social capital. The results indicated that there was a direct significant relationship between social capital components such as hierarchy, group density, mutual communication, and social cohesion and organizational citizenship behavior.

Applying the Basic Principles of Civic Education with Islamic Approach among Secondary School Principals: A Case Study of Lahrood and Meshkinshahr 2014-2015 Academic Year

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Civic education as a social goal in Iran is often considered the most challenging area because civic education and civic society is a phenomenon that were born and bred in the West. Accordingly, the concept of civic education with Islamic approach has a particular importance for researchers in Iran due to the richness of Islamic culture. The aim of this paper is to investigate the basic principles of civic education with Islamic approach in secondary school principals in Lahrood and Meshkinshahr from 2014 to 2015. This study was a descriptive survey and considering the goals of the research, it was an applied research. The population of the study consisted of 180 principals in the secondary schools of Lahrood and Meshkinshahr. A questionnaire was used as a reliable research instrument with an acceptable level of validity. One sample t-test and Friedman test were used to determine the results of the study. Findings indicated that the secondary school principals were in good condition regarding to applying the principles of civic education with Islamic approach. Among the civic education principals, the highest mean was for the principal of rationality and reasoning and the lowest mean was related to the principal of tolerance. The implications of study and suggestions for further research are also discussed.

Leader-like Managers: The Urgent Need of Organizations of the Third Millennium

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The third millennium brings a new wave of change and development with itself and makes the organization environment more dynamic than in the past because the type of leadership that traditionally exists in organizations did not meet the needs of new changes. Today's organizations cannot keep pace with the rapid changes, they can just adapt themselves to the environmental uncertainty and volatility and create opportunities t learning, adapting, and optimal fit from them. Therefore, selecting the right leadership style by managers is essential for improving the organizational performance and increasing organizational and administrative efficiency. Leadership or management, undoubtedly, is the engine of development which is the key factor for having prosperous and independent countries and organizations. Development depends on the team and organizational works and requires effective leadership or management skills. All human beings and nations set up and run their organizations but their success cannot be achieved without proper leadership in the complex, competitive, knowledge-based world. Research in organizational behavior has proven that the leaders can be the differentiating factor for the organizations. The current study provides a comprehensive overview of leadership, its difference with management, and different attitudes towards management and tries to help the managers to change their style from authoritarian and director-centered management style to the state of having influential management and enhance organizational success and efficiency.

The Relationship between Personality and a Family Factors and Car Purchasing Pattern: A Case Study of Postgraduate University Students

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Car purchasing decisions and ownership is one of key decisions of the family life cycle. The present study was conducted to investigate the relationship between personality and family factors and car buying pattern of postgraduate university students of Islamic Azad University of Ardabil. Three hundred eighty five postgraduate university students were selected for this study randomly. This paper had a descriptive correlational design. A researcher-made questionnaire and Neo personality inventory were used for data collection and their reliability was estimated by using Cronbach's alpha reliability. To test hypothesis, Pearson coefficient correlation and Regression analysis were used. The results indicated that there was a negative relationship between car buying pattern and neuroticism. Also, there was a positive significant relationship between extraversion, flexibility, dutifully, education, and family size and families' income level. The results of Regression analysis further showed that personality factors and family factors allocated 34 and 14 per cent of variance of car purchasing pattern itself, respectively. They also mentioned that both personality and family factors were two effective factors influencing car purchasing pattern. The impact of personality factors was more than family factors on the car purchasing pattern.

Investigating the Relationship between Company Image and Relationship Marketing and Customers' Intention to Use Internet Banking Services: A Case Study of Mellat Bank Customers

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With the advent of electronic commerce, many electrical and industrial sectors have been more or less influenced by this promising area of technology. However, the influence of electronic commerce was not outstanding in any industry like banking industry. The primary purpose of the current research was to investigate the relationship between company image and relationship marketing and customers' intention from Internet banking services with emphasis on trust as an intervening variable. A total of 384 customers of mellat bank which use internet banking services participated in this study. Confirmatory factor analysis and linear structure equation modeling were used for testing hypothesis. The results demonstrated that there was a significant positive relationship between company image and relationship marketing and customers' intention from Internet banking with emphasis on trust as an intervening variable. It further revealed that there was a significant positive relationship between trust and the customers' intention to use Internet banking services. The results of study were consistent with the results of literature review about the influencing factors of Internet banking services. They referred to the company image and relationship marketing as two influential factors in increasing customers' trust and trust plays a vital role in accepting the Internet banking services.

Investigating the Relationship between Quality of Work Life and Organizational Commitment and Employee Job Satisfaction

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Organizational commitment is defined as individual's positive or negative attitudes towards the whole organization in which they are working. The quality of work life is a comprehensive program that enhances the employees' job satisfaction and increases their learning from environment. A descriptive study was applied to investigate the relationship between quality of work life and organizational commitment and employee job satisfaction. A sample of 30 employees of Aseman carton box making company was selected by using simple random sampling method for the purpose of this study. A validated questionnaire consisted of three parts, namely quality of work life, organizational commitment, and job satisfaction was distributed among employees of Aseman carton box making company. The reliability of research instrument was estimated using Cronbach's alpha ($\alpha = 0.83$). To test the hypothesis, Pearson correlation coefficient and Multiple Regression were used. The findings indicated that there was a significant positive relationship between quality of work life and employee job satisfaction. Moreover, there was a significant relationship between job satisfaction and components such as fair compensation, safe working environment, working life, and social integration. Among different components of quality of work life and organizational commitment just fair compensation had a significant relationship to organizational commitment and there was not a significant relationship between other components and organizational commitment. From components of organizational commitment, there was a significant relationship between emotional commitment and quality of work life. Regression model to predict job satisfaction based on the quality of work life was significant with p -value less than 0.001. The results revealed that the company needs try to increase organizational commitment in its employees through involving them in the organizational decisions making, fair compensation, employees' welfare, staff attachment to the company, and reducing job stress.

Surveying the Knowledge Management Process from Teachers' Perspective: A Case Study of Schools in Bile Savar

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The present study set out to survey the knowledge management process from teachers' perspective in schools in Bile Savar. This study had a descriptive correlational design. This study covered a sample of 187 teachers of Bile Savar through applying stratified random sampling method. The data was collected using Tavasoli's knowledge management questionnaire (2009) based on Probest, Raub, and Romhardt model through field study procedure. The reliability of questionnaire was estimated by using Cronbach's alpha. A group of experienced specialists measured the content validity of questionnaire. To test hypothesis, one sample t-test was used. The findings showed that the level of knowledge management of schools in Bile Savar was significantly lower than the average level.

Value Chain: The Missing Link of Financial Success of Public Sector

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Twenty year development program of Iran states that many barriers stand in the way of rapid country's practical and scientific progress that should be removed and provide a context for increasing promotion based on building self-reliance up to 1404. For the realization of resistance economy which is the model of financial- economical activities of all sectors and programs some additional measures should be considered into account that can act as a compliment for stepwise 20 year development program of Iran and helps its self-sufficiency. Regarding the performance of public organizations, unfortunately there was not any significant progress in achieving to the 20 year development program and resistance economy. This paper aimed at investigating the weakness points in the path of achieving the mentioned objectives and suggesting some solutions to solve these problems.

Brand Equity Management: Customer-based Brand Equity Model

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The most important point of brands is their impact on perception which acts in many directions. Not only it adds benefits to the products, but also it brings confidence to manufacturer and leads to the reputation of industry and its manufacturing country. Creating a strong brand is the goal of many organizations and the brand value and strength depends on what consumers hear, see, learn, and feel. Put differently, the power of brand fits in the consumers' mind. Since equity management is a valuable and sensitive asset of an organization and it increases the organization and consumers' understanding of brand, the present study aimed to contribute to the existing research in this field and introduce a customer-based brand equity model.

A Method for Implementing Knowledge Acquired from Crisis Management on Knowledge Management Models

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Referring to the role of knowledge and direct relationship between knowledge management and crisis management and due to the importance and necessity of crisis management and knowledge acquired from it, the current study aimed to investigate that for optimal management of crisis and better use of gained knowledge, we can implement the knowledge acquired from crisis management on the different models of knowledge management. This will reduce the damage and the negative effects of the current crisis and also it would be effective for optimal management of possible crises and next potential crisis.

Studying the Employee Evaluation System in Government Agencies: Advantages and Disadvantages

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Performance evaluation is process by which employees are being evaluated at regular intervals, formally, and usually annually. Recognizing the strong and weak employees, rewarding and declining employees, and creating incentives to improve the performance of employees and other personnel are among the main causes of performance evaluation. In the past, the purpose of managers from evaluation was controlling employee performance and work, while today, mentoring aspect of this operation is of great importance. The main purpose of performance measurement is to collect information about people working in government agencies and make it available for managers so that they can make timely and necessary decisions to increase the quality, quantity, and management of employees' work. The main purpose of present study was to investigate the factors and characteristics affecting employee performance evaluation system. In this regard, first, the concept of performance and evaluation was surveyed from the specialists' view and then the approaches and methods used in performance evaluation system were proposed. In the end, while pointing out potential errors in the process of evaluating employee performance, the characteristics of effective performance evaluation system were studied.

Examining the Success Factors of Strategic Management in an Educational Complex

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One of the issues of the past two decades which received additional attention is need for change in education. Identifying the starting point of this evolution and success factors was the purpose of current study. Often it seems that strategic management should be considered for manufacturing and commercial enterprises and agencies; while schools as institutions that its input and output are humans and its added value involve knowledge and skills require scientific and targeted planning. Strategic management in schools affects their planning and in addition to predicting changes, can manage them and turn a threat into opportunity and by identifying environmental opportunities, mobilize school resources to take advantage of opportunities. Besides, strategic management by putting everyone in their right place can encourage and motivate employees to do their utmost in fulfilling their duties.

Building and Maintaining an Effective Compliance Program

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The corporate compliance and ethics functions have grown rapidly in the last few years in response to several high profile governance failures and subsequent regulatory reforms. Companies throughout the whole world are making huge investments in compliance and ethics, launching their compliance programs, building risk management systems, rolling out comprehensive mandatory trainings and communication plans, designing and distributing compliance standards and procedures and engaging their employees through so called “tone from the top”. This phenomenon has struck companies across a diverse set of industries, even those that have traditionally received less regulatory attention. Nowadays, when most of the companies have already established some basic level of compliance and ethics infrastructure, many of them begin to evaluate whether these are sufficient and effective enough. Or, in other cases, they are simply accommodating their compliance programs into a “maintenance mode”, i.e. they are consolidating various monitoring activities, building permanent compliance and also business structures and relationships and ensuring ongoing awareness of compliance and ethics obligations. Despite these efforts, some of the recent surveys indicate that the above described compliance and ethics activities seem to have just a little impact on the outcomes that truly matter, such as decreasing the likelihood of business misconduct or reducing the fear of retaliation and discomfort when raising concerns. Such skepticism towards companies’ cultures and behaviors of their employees is perceived as a significant business challenge. Therefore, compliance and ethics must be taken into the next level and clearly and concisely demonstrate the importance of building and maintaining an ethical corporate culture. This contribution sets forth several ideas, tools, examples and solutions which help the organizations in building or preserving their effective compliance and ethics programs.

Institutional Theory: A Basis for Market Selection and Segmentation

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Our purpose is to develop a theoretically based segmentation framework for market selection, country segmentation, and international expansion. To investigate the differences among products/industries in terms of the importance attached to different variables. We use a cross-sectional time-series analysis to test the influence of institutional factors on total exports and exports by industry. Cluster analyses are performed in order to group the countries in the sample in homogeneous segments with regard to the significant independent variables. We find that the institutional environment strongly affects export activity. The regulative, normative, and cultural dimensions of the institutional environment vary in importance across different products that are being exported. Of the three, culture turns out to be the most persistent in significance and importance. Results suggest that managers can use our institutional framework to evaluate international marketing opportunities not only at a generic level but also at a disaggregated, product-specific level. The choice of our market selection and segmentation variables is based on theory. We propose alternative measures of culture that turns out to be very strong predictor of trade flow between two countries and differentiates across products.

The Status of Organizational Culture and Organizational Learning in Education Office of Ardabil

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The current study aimed to examine the status of organizational culture and organizational learning in education office of Ardabil. The study was an applied research and in terms of data collection, it was descriptive cross-sectional study. The population for the study consisted of all administrative employees of education office in Ardabil. A total of 240 people were selected as the sample using stratified random sampling method and the required data were collected using a researcher-made questionnaire. To determine the validity of the instrument experts' ideas were used and the reliability of the instrument was obtained using Cronbach's alpha and the gathered data was analyzed using t-test. The results revealed that the establishment of elements of organizational learning and organizational culture were above average and the results could be used in designing knowledge management systems in educational organizations.

Surveying the Effect of Emotional Intelligence on Organizational Commitment: A Case Study of Working Students of Imam Reza Applied Science Center

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Organizational commitment represents the detection and identification of an organization that many factors including sense of ownership, job security, and a well-designed job play role in its development. The purpose of this study was to survey the effect of emotional intelligence on organizational commitment. Considering the nature of study, it was analytical and descriptive research. Working students of Imam Reza applied science center comprised the population of the study and using the systematic random sampling, a sample of 60 people was selected. Data was collected using Bradbury questionnaire of emotional intelligence and Mowdy, Steers, and Porters' organizational commitment questionnaire. To analyze the data, the study took advantage of multiple regression method. The results showed that four domains of emotional intelligence, namely self-awareness, self-management, social awareness, and relationship management had a positive effect on organizational commitment.

Investigation into the Existing Motivation Scheme in a Government Agency

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Managers and researchers in management science believe that organizational goals cannot be achieved without organizational members' sustained commitment. Motivation is one of the characteristics of the human psyche that shows the degree of a person's commitment to the organization. Devoting attention to the importance of employee motivation has a crucial role in the way organizations serve. In the current study, by having a comprehensive review of theories and various models of motivation, Frederick Herzberg's model was examined in one of the deputies of government agency. The current study aimed to investigate the significant relationship between the hygiene factors and motivational factors with motivation among operational managers and staff. The population for the study consisted of the all employees of one of the deputies of the government agency. After determining the validity, Cronbach's alpha was used to assess the reliability which was equal to 87%. Based on the results obtained, it was confirmed that hygiene factors of Herzberg's model were more effective than motivational factors in enhancing motivation of operational managers and staff. Also, it was confirmed that motivational factors of Herzberg's model were more effective than hygiene factors in enhancing motivation of middle managers.

Explaining the Relationship between Organizational Learning Mechanisms and Knowledge Sharing Behavior and Professional Development of Teachers

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This study aimed to explain the relationship between the organizational learning mechanisms and the knowledge sharing behavior and the professional development of teachers. The population for the study consisted of all high school teachers in the first grade (zone 1 and 2) in Ardabil. Using Cochran's sample size formula, 250 teachers was selected randomly as the sample of the study. For collecting the data, three types of questionnaires, namely standard questionnaire of organizational learning mechanisms, knowledge sharing behavior, and professional development questionnaire were used. The obtained data was analyzed using one sample t-test, Pearson correlation coefficient, and Stepwise multiple regression analysis. The results indicated that the position and mean of the organizational learning mechanisms, knowledge sharing behavior, and professional development in the first grade of high schools in Ardabil were above average. Also, the results showed that there was a significant positive correlation between the dimensions of organizational learning mechanisms and the knowledge sharing behavior. Besides, there was a significant positive correlation between the dimensions of organizational learning mechanisms, except the application of learning in the workplace, and professional development of teachers. Following this, the results of multiple regression analysis showed that among the dimensions of organizational learning mechanisms, determining the learning needs, development needs, and providing them were respectively appropriate predictor for knowledge sharing behavior. Moreover, determining the learning and development needs, learning environment, and fulfilling development and learning needs had the highest impact on the professional development of teachers, respectively.

Examining the Relationship between the Organizational Learning and Knowledge Management in Food Industry Company

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In recent years, knowledge management has become an important and controversial issue at the global level while this concept is not a new phenomenon. In fact, knowledge management exists from hundreds of years ago when industrialists and businessmen used to transfer the professional experiences to their children and students. Nowadays, organizations try to obtain the accumulated knowledge in the minds of their employees through knowledge management, so that they can easily share it with others within the organization. Knowledge stored in the system becomes a re-usable source which can provide a competitive advantage for organizations. The current study aimed to examine the relationship between the organizational learning and knowledge management in active companies of food industry. One and eighty-six people were selected as the statistical sample using Cochran's formula. The study was carried out using standard questionnaire as the main instrument. To analyze the data, descriptive and inferential statistics were used. In terms of inferential statistics, regression analysis and structural equation modeling (SEM) were used to test the hypotheses and show the relationship between the components and variables, respectively. The results revealed that there was a significant relationship between the components and variables of organizational learning and knowledge management in food industry companies.

Customer-Orientation in Hospital: The Importance and the Level of the Related Indices from the Customers' View

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Today, in most organizations including hospitals we witness the customer-centric approach. Customer-orientation in the health system developed with the introduction of its indices by the world health organization. The current study aimed to investigate the importance and the level of the indices related to the customer-orientation from the customers' view in Mashhad. The study was carried out through a descriptive method among the sample of 1000 people of selected areas in Mashhad. The questionnaire of world health organization was used as the main instrument that previous studies had confirmed its validity and reliability. Data was analyzed using the descriptive and inferential statistical indicators. The quality of facilities and access to the family and community support had the most and the least importance from the standpoint of the families, respectively. Besides, the best and the worst performance were related to the right of choice and access to the family and community support, respectively. Human habitat had significant relationship with the importance and level of accountability.

Studying the Effect of Marketing Mix from the Customers' Perspective (4C) on the Competitiveness of Insurance Companies: A Case Study of Tehran Insurance Companies

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Insurance companies are included among companies that operate in competitive conditions and the competitiveness of companies active in this field tends to be important. In this study, the impact of marketing mix on the competitiveness of the company was investigated. Popular customer value, customer cost, eases of purchase and customer relations, customer-centric marketing mix and quality, innovation, customer responsiveness, and efficiency are the pillars of competitiveness of the company. The research was a practical study of the correlation function. The population of the study consisted of all clients of insurance companies in Tehran and a sample was selected from 384 clients. A questionnaire was used to collect the data and Cronbach's alpha coefficient was used to determine the reliability and also the content validity was calculated. The relationship of variables with the confirmatory factor analysis was conducted by LISREL 8.8 software techniques. According to the results, the amount of influence indicated a significant impact of customer-centric marketing mix on the company competitiveness. Popular customer value and customer cost had modest impact on the competitiveness of the insurance companies. Moreover, two elements, namely eases of purchase and relationship management had a strong impact on competitiveness of insurance companies.

Investigating the Relationship between the Spiritual Intelligence and Managers' Career Success: A Case Study of School Managers of Meshkinshahr

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The current study was carried out to investigate the relationship between the spiritual intelligence and managers' career success. The research was descriptive and correlational study and 100 school managers of Meshkinshahr were selected as the sample of the study. Questionnaire of King (2008) and Nabi (2001) were used for measuring spiritual intelligence and career success, respectively. The results showed that the mean of career success among managers was above average. Among the components of career success, the mean of intrinsic career success was high and the mean of extrinsic career success was low. Moreover, the mean of spiritual intelligence among managers considered to be above average and among the components of spiritual intelligence, individual understanding and expanded states of consciousness had the highest and lowest average, respectively. Pearson correlation test results showed that there was statistically a positive correlation between spiritual intelligence and its components with career success at $0.1 > P$ level. In addition, it was revealed that male managers in comparison with female managers had more career success. Multiple regression analysis revealed that the components of spiritual intelligence determined 5.33 per cent of total variance of career success and expanded states of consciousness had more explanatory power of career success than any other components of spiritual intelligence. Individual understanding and transcendental consciousness had no predictive power of managers' career success. The suggestions to improve the level of managers' spiritual intelligence and to enhance their career success are provided.

The Effect of Social Capital on the Development of Organizational Knowledge Management: A Case Study of Social Security Administration of Ardabil

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The current study aimed to investigate the effect of social capital on the development of knowledge management of social security administration of Ardabil. The study was carried out through a descriptive correlational and causal method. The population of the study was consisted of 200 employees of social security administration of Ardabil all of which were selected as the sample. Nahapiet and Ghoshal's questionnaire (1998) and knowledge management questionnaire of Phyllis et al. (200) were used to measure social capital and organization's knowledge management, respectively. The results revealed that the mean of employees' social capital was above average and among components of social capital, relational capital had the highest average and cognitive capital had the lowest average. Moreover, the mean of knowledge management among employees was below average and among the components of knowledge management, application of knowledge and sharing of knowledge had the highest and lowest average, respectively. Pearson correlation test results showed that there was statistically positive correlation between social capital and its components, except structural capital, with knowledge management at $P < 0.05$ level. Besides, multiple regression analysis indicated that the components of social capital determined 27.9 per cent of total variance of knowledge management and cognitive capital and relational capital had the highest role in anticipation of knowledge management, respectively. Also, the capital structure had no predictive power of knowledge management.

Identifying and Prioritizing Marketing Mix from the Customers' Perspective (4c) on the Competitiveness of Insurance Companies Using Multi-Criteria Decision Making ELECTRE Technique: A Case Study of Tehran Insurance Companies

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Change is one of the key features of organizations in the new competitive era. Competitiveness of an organization is debatable based on two factors including sources and market-based approach. Insurance companies are enterprises that operate in competitive conditions and as a result competitiveness is of importance to companies that are active in this field. In this study, the impact of customer-oriented marketing mix on the competitiveness of the company has been studied. Customer-friendly value, customer cost, ease of purchase, and relations with customers are components of customer-oriented marketing mix. Quality, innovation, customer responsiveness, and efficiency are the pillars of competitiveness of the company. Current study is a practical study of the correlation type. All clients involved in insurance companies in Tehran, make up the statistical population of the study and therefore, a sample of 384 clients were selected. A questionnaire was used to collect the data. Cronbach's alpha used to determine the reliability and structural validity and content validity was determined as well. Relationships between elements of the marketing mix and competitiveness were studied using confirmatory factor analysis technique. The results of this study revealed that the impact of loading standard customer-oriented marketing mix on the competitiveness of the company was 89%. This amount of influence indicated the significant impact of customer-oriented marketing mix on company's competitiveness. In order to prioritize the marketing mix factors in terms of the amount of impact on the competitiveness from customers' perspective, one of the multi-criteria decision making techniques called ELECTRE was employed. The results showed that the highest impacts on the competitiveness of the insurance company belonged to the customer cost, convenience of shopping, customer-friendly values, and relationships, respectively.

New Challenges in Management and Business

Size of the Company and its Role in Risk-Taking Level of Active Companies in Tehran Stock Exchange

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Insurance companies, try to navigate the processes of pricing, asset-liability management, and marketing which revolve around a comprehensive risk analysis. Besides, they try to design and apply their strategies based on a comprehensive risk. The aim of this study was to investigate the effect of size of the company on the risk-taking level of active companies in Tehran stock exchange. The current study was an applied research and the active insurance companies listed in Tehran stock exchange were the sample of the study. Research model was analyzed based on the data extracted from the financial statements of the surveyed companies and using regression with panel data. The results showed that the size of the company and the capital of a company had a significant impact on the risk taking of insurance companies.

Proper Stress Management and Reducing its Adverse Effects

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Stress in an organization causes adverse effects on the quantity and quality of employees' performance. Root causes of the stress do not just refer to the factors within the organization but there exist some external factors which cause stress for a person to suffer from tension. Therefore, a person enters to an organization with stress and besides, the organizational factors increase stress of an individual. The present study by understanding the causes of stress and their impact on people's performance tried to provide some suggestions to identify, reduce, and properly manage stress.

The Financial Flexibility in the Companies' Performance Using GMM Estimation

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Companies need capital for development and growth. Part of the company's capital can be provided through retained earnings which emerge as the result of the profitability of the company and are not divided between shareholders and the rest can be developed through financial markets or borrowing. Therefore, identifying the role of flexibility in the performance of business agencies becomes important. The aim of this study was to examine the relationship between the financial flexibility and capital and the company's performance listed in Tehran stock exchange. The study was an applied research adopting a descriptive-correlational method and a total of 73 companies active in Tehran stock exchange were studied. Research data was extracted from financial statements of the companies and was analyzed using GMM estimation. The results revealed that the flexibility of the company had a direct and significant impact on the capital of the company and improved the company's performance.

The Role and Importance of Work in Islamic Culture

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Work is considered as an essential and indispensable part of human life and his life in the community is intertwined with work. The work and effort, avoidance of idleness, and underlying the work for the men's talents is visible in both the Quran and tradition. Therefore, work in Islamic culture is proposed as a virtue to flourish human abilities and talents. The current study expressed subjects about the importance of working and good work in Islamic culture from the perspective of the Quran, Nahjolbalaghe, Prophet Muhammad (pbuh), and Imam Ali (AS) which shows the importance and value of work and emphasize that work leads to the perfection and the evolution of human existence, wisdom, honor, bravery, greatness, prosperity, happiness and mercy.

The Effect of the Adoption of E-commerce on Financial and Business Performance of Companies: A Case Study of Food Industry

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This study intended to study the effect of the adoption of e-commerce on the financial and business performance of companies in food industry. By reviewing the related literature and interviewing experts to study the effect of the adoption of e-commerce on the financial and business performance of companies, four aspects, namely improving the efficiency of processes, increasing the companies' earnings, reduction in costs, and expanding international marketing were considered and the impact of the adoption of e-commerce on these factors was examined. The study was a descriptive, survey research and managers of the companies active in the food industry in Semnan consisted the population of the study. The research instrument was a researcher-made questionnaire and its reliability and stability were approved using content validity and Cronbach's alpha coefficient, respectively. The results of the analysis showed that adopting of e-commerce had positive and significant effect on improving the efficiency of processes, increasing the companies' earnings, reduction in costs, and expanding international marketing.

Assessing the Challenges Related to the Implementation of Intelligent Systems of Business Management in an Organization: A Case Study of Telecommunication Company

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Many Organizations defray great cost in implementation of business management which is used to advance and improve decision making. Implementation of management systems is a challenge and ranking and quality level of their establishment is another challenge for the management. The current paper, after reviewing and comparing the different criteria and sub-criteria in line with the implementation of business intelligence and by relying on comparative studies and telecommunication experts' ideas proposed an appropriate model to assess the level of readiness to implement business intelligence. This model was examined in six different aspects, namely strategy and business intelligence requirement, information technology (IT), management support, business and IT alignment, human resources (HR), and an appropriate definition of requirements. In the current study, after checking the proposed models, giving the importance of the implementation challenges of business intelligence, and discussing the reasons for the failure of the project within the organizations, it was aimed to separate the effective components which help organizations in the evaluation of challenges in the implementation of management systems. It would help the organizations to determine their position before the implementation of business intelligence management systems and would help to measure organizations' readiness in systems establishment. Finally, this model would help the organization in designing, acquisition and implementation of systems and software for better decision support at all levels, and in dealing with the challenges ahead.

Examining the Relationship between the Professional Qualifications of Engineers, Organizational Commitment, and the Quality of Civil Engineering Projects in Kerman's Jihad Nasr Company

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This study aimed to examine the relationship between the professional qualifications of engineers, organizational commitment, and quality of civil engineering projects in Kerman's Jihad Nasr Company. This study was an applied research adopting a correlational method. The statistical society of the study was all the employees of Kerman's Jihad Nasr Company which was equal to 167 people. Due to the small population size, all engineers were selected using census method. To analyze the data, descriptive and inferential statistics were used and the results of the analysis demonstrated that there was a significant positive relationship between professional qualifications of engineers and their commitment and the quality of civil engineering projects. Besides, skills and personal attitudes as well as skills development and products and processes were a significant predictor for the quality of civil engineering projects. It was suggested the quality of civil engineering projects can increase by increasing the professional qualification of engineers and their organizational commitment.

The Role of Information and Communication Technologies and Advanced Education in Intelligent Learning

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Information and communication technologies affected all aspects of our social life and their rapid development is one of the key factors in transformation of human society. The main impact of information and communication technology refers to training to enhance the ability of teachers, changing the educational structure, creating opportunities to learn more and get benefit from comprehensive learning, improving the quality of educational content as well as teaching skills. The current study aimed to probe into the impact of technology on teaching and learning and suggested a model to understand the concept of creation and improvement of smart classrooms.

How Entrepreneurs Use Marketing Communication for Developing their Businesses on Internet

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A successful business means vision, values and, most important, adaptation. Entrepreneurs are the ones who manage to combine in a very unique manner the creativity, competence and passion for what they do with lot of hard work. In recent years, a major trend in Romania is to revitalize the economy by encouraging and developing small businesses. Entrepreneurs have learned and are willing to learn more about building and managing their own businesses, focusing on marketing communication and interaction with customers. Knowing that their small businesses can have great impact, many entrepreneurs accepted that Internet presence is necessary in order to grow. Therefore, the main purpose of this paper is to analyze the online marketing communication strategies of Romanian entrepreneurs, considering business field, target audience, use of website and social media as communication tools. Results indicate that marketing communication efforts have an important role in building strong brands and strengthening online businesses. Entrepreneurs have learned to look from the customers' point of view and carefully integrate communication channels in order to deliver a clear and consistent message about the organization and its products.

The Role of Marketing Programs in Improving the Effective Banking Resources: A Case Study of Refah Kargaran Bank (2010-2012)

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The primary purpose of the current research was to examine the role of marketing programs effective in improving the banking resources in the Refah Kargaran Bank. The study population consisted of all marketing programs, the sum of the variation of the related accounts, and the costs of designing and execution of the related programs during the period under study. To understand the condition and characteristics of demographic variables, descriptive statistics tools were used. Besides, to test the normality of the data, Kolmogorov-Smirnov statistical tools and to analyze the hypothesis, Pearson correlation coefficient, one-way ANOVA, and independent t-test were applied. In the review of the related literature, there was no previous research about banking effective resources and most existing studies referred to the banking resources in a more general sense. Therefore, the current research is important in its type. The findings of the study revealed that the people do not show interest in informal money markets in the long term because they have good opportunity for developing their cooperation with banks. Due to this, the bank under the study is obliged to invite the customers for opening long term accounts by offering the optimal conditions to get the maximum use of the opportunities available. For this purpose, it is necessary to establish rules by applying the maximum precision in selecting the target markets, recognition of in-depth marketing studies, respecting the culture and beliefs of depositors, and affording actual interest payments for them which would lead to the observance of legal standards in banking contracts. Moreover, it is suggested that banks focus their attention on major capital owners who do not have problem with the depositing in the banks and after making such adjustments, they are suggested to focus their attention on the quality and effectiveness of marketing programs.

Competitive Intelligence as an Effective Tool in Effectiveness of Banks Marketing

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In recent decades, Iran's banking system goes toward competitiveness. Therefore, competition within the banking system becomes very complex and difficult and in anticipation of future market, it delineates a very complex situation which is due to the lack of foreign banks besides the existing banks. If the competition and conscience and rational solutions are not considered, then they will gradually result in elimination of competition. In today's transformed world, competitive intelligence management tends to be an important task in the developed countries. The managers of these organizations have recognized the fact that if they do not monitor and control their rival's tasks and activities, their strategic plans will fail in economic struggle and in competition. To this end, the current study examines the competitive intelligence as an effective tool in effectiveness of banks marketing.

The Role of Empathy in Management and Leadership of Organizations

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In today's competitive world, leaders and managers of large organizations and companies move towards the improvement of their performance to be successful. Among the issues that leaders take into consideration is proper interaction with customers, suppliers, and employees of the organization that are considered as the competitive forces. Managers or leaders believe that factors which enhance performance refer to self-management skills and mutual understanding and are among the key factors of the organization in the field of the organizational behavior. Self-management and mutual understanding can be achieved through empathy and emotional intelligence. In other words, empathy strengthens the communication, effectiveness, self-management, and mutual understanding. Put differently, when managers and directors do not show enough empathy in the face of crisis and uncertainty about themselves, they will be considered as indifferent, unresponsive, and unreliable people from the perspectives of employees. This would decrease employees' participation or communication in works. Therefore, leaders always need to have empathy to develop, progress, and keep skilled people. Following this, when there is a competition in talent attraction, it would be difficult to achieve this important goal. The current research primarily focused on explaining the concept of empathy and its role as a key skill in organizational leadership and management and sympathetic characteristics of leaders. Finally, to promote empathy skills within the organizations some suggestions are proposed.

Determinants of Corporate Cash Holdings: Evidence from Pakistan

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Firm's cash holdings policy is a trade off between the costs and benefits of the cash holding. In this study we have explored the determinants of corporate cash holding through using a panel data of 150 Pakistani non-financial listed firms in Karachi Stock Exchange (KSE). Cash flow, leverage, liquidity, cash flow volatility, profitability, growth opportunities, firm size, debt maturity, and dividend represent the independent variables in the research. The findings of this study indicated that growth opportunity, company size, cash flow, and profitability of the firms exerted a positive effect on their cash holdings. On the other hand, leverage and liquidity showed a significant negative impact on the cash holding. The results also revealed that higher cash holdings were linked with the lower level of debt used in the capital structure of the firms and there was no proof of the impact of cash flow volatility, debt maturity, and dividends on corporate cash holding of Pakistani non-financial firm. Besides, both of pecking order theories and trade-off played the most important role in explaining the determinants of corporate cash holdings. Firms were flexibly adjusting their cash holding policy in the reaction of changes in the internal and external environment. The findings also showed that several factors which influenced the cash holdings in both the emerging countries as well as in developed countries were mostly similar.

Determining the Eligibility of Middle Managers of Governmental Organizations in Iran

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Among the various factors that lead to organizational success, the role of government managers is of great importance. Having the required competence to successfully perform the task is a necessity for managers. To this end, many competency models are presented for managers and almost all of them concern the private sector managers. Government agency managers, especially in Iran, face different issues and bottlenecks in comparison with similar private sector managers. Perhaps one of the major causes of failure in achieving the fundamental goals of government agencies is the lack of well-qualified managers in these organizations. This necessitates the selection of qualified managers as well as the criteria for this choice. In this study different competency models that have been studied in the world were analyzed using comparative analysis. Then, the criteria that fit into the state structures in Iran were distinguished and the conceptual model was presented to determine the eligibility of government managers. According to the survey results, it was concluded that skill, knowledge, ability, and personality traits, compared with other criteria, may be more effective in determining the eligibility of managers and it is recommended to test the effectiveness of these criteria in timescales.

Relationship Marketing and Verbal Communication: Examining the Mediator Role of Customer Loyalty

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The purpose of this study was to investigate the effect of aspects of relationship marketing on customer loyalty in Melli bank branches of Roodsar. The study was an applied research adopting a descriptive method and a questionnaire was used as the main instrument. The customers of Melli bank branches in Roodsar consisted the population of the study. The unlimited society size formula was used for determining sample size which was equal to 402 people. In order to get the acceptable number of complete questionnaires, 460 questionnaires using non-probability sampling technique were distributed among the customers of Melli bank branches and a total of 423 returns were received. The data analysis revealed that the aspects of relationship marketing had significant positive effect on customers loyalty and customers loyalty resulted in increased verbal communication.

Identification and Ranking of the Key Factors Influencing Customer Satisfaction as the Challenges ahead for Managers in Industrial Marketing: A Case Study of Shahid Darvishi Shipbuilding Industry in Bandar Abbas

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Shipbuilding industry in Iran as one of the strategic industries has no strong competitive position among regional competitors. Because of the legal requirements for ships to carry out periodic maintenance checks, customer satisfaction is a critical issue which would increase the possibility of readmission to shipbuilding. So, identifying the factors that cause the customer satisfaction in this industry is very important. The purpose of this study was to identify and rank the most important factors affecting the customer satisfaction in the shipbuilding industry. The research method was a combination of qualitative-quantitative approach and population of the study consisted of Shahid Darvishi shipbuilding customers and due to the small size of the community, sampling was not carried out. The results indicated that the criteria, namely work completion time, payment method, the cost of work, commitment to the promised time, commitment to the cost, and respectful treatment had the highest impact on the satisfaction of ship owners, respectively.

The Study of the Effective Indices in Choosing a Bank from the Customers' Perspective in Zanjan Saderat Bank

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Attracting and retaining of customers has long been considered by banks and the customers are known as the intangible assets of banks and financial institutions. The survival of an institution or a bank depends on attracting customer satisfaction. The present study aimed to survey the effective indices in choosing a bank from the customers' perspective. The study was an applied research adopting an analytical method and survey design. The population for the study consisted of Saderat bank customers of Zanjan. The sample size was estimated to be 385 people using Cochran's formula and the simple random sampling was used. The main instrument was a questionnaire and its reliability and validity was approved. One sample t-test and Friedman test were applied to analyze the data. The results indicated that the accountability indices of banks including easier access of customers to bank, level of customers' trust, granted facilities, and bank staff commitment are among the important factors in choosing Saderat Bank of Zanjan.

Recognizing and Ranking the Factors Affecting the Codifying of Marketing Strategies in International Arena after the Sanctions in Food Industry

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Strategic marketing planning process is basically a process of coordination between internal resources of organization and external opportunities in the field of marketing. The purpose of this process was looking from the strategic window and determining the opportunities that the organization gets benefit from them or responds them. Therefore, strategic planning process is a management process which includes coordination between the capabilities of the organization and existing opportunities. These opportunities are set during the time and examined to know whether it is good to invest or not to invest the organizational resources in them because marketing strategies act as a decisive factor to determine the role of the organization among the other competitors. The current study besides collecting the factors that affect the codifying of marketing strategies in the international arena, tried to screen those factors according to the experts' ideas. The research experts included 12 people specialized in codifying of marketing strategies in food industry. In the next step, DEMATEL questionnaire was used to collect the data in order to calculate the amount of influence and effectiveness of sub-categories and the relations between the sub-categories were also determined. The results obtained from the analytic network process (ANP) were used to get the weights of indicators and sub-indicators using the SuperDecisions software. Finally, considering the conditions after sanctions and the current state of the country's food industry, recommendations are made based on the results.

Talent Management: The Great Challenge of Leading Organizations

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Today's world can be called as the age of increasing competition of organizations against the limited resources. Nowadays, organizations have reached consciousness that talented human resources are valuable resources and if they can be managed strategically, they will be associated with maximum return of investment. It is obvious that getting benefits from talented human resources requires proper management and this is one of the major challenges for organizations. Talent management as a system of identification, recruitment, training, promotion, and retention of talented people has been proposed with the aim of optimizing the organization and to achieve business results. In other words, talent management refers to the process that by which human resources become identified to fill key jobs and positions in the future and they get ready through a variety of educational and training programs for these occupations. With respect to the use of talent management at all levels of the organization to release the potential of existing human resources and orient and direct talents to achieve the expected outcome, this study aimed to review the concept of talent management and deal with related topics.

The Effect of Motivational Practices of High Performance Human Resources on Employees' Behavioral Outcomes Mediated by Perceived Organizational Support

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The present study set out to examine the effect of stimulus measures casing human resources with high performance on behavioral consequences of employees mediated by perceived organizational support. The study was carried out through a descriptive method and the study population consisted of all employees in one of the Mapna companies. The results revealed that stimulus measures causing human resources mediated by perceived organizational support had no effect on behavioral consequences of employees. Put differently, stimulus measures causing human resources with high performance directly enhances organizational citizenship behavior and adversely affect employees' deviant behavior and silence.

Developing Social Capital Measurement Model Using Fuzzy Logic

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In the past two decades, the concept of social capital has emerged in its various forms as one of the most central concepts. Social capital is a set of social norms in the social systems which leads to the promotion of the members' level of cooperation and lowers the costs of transactions and communications. Due to the qualitative nature of the principles of social capital, its measurements are not simply possible through the use of conventional methods. To this end, a method based on fuzzy logic was provided to overcome this problem. The goal of the study was to design a model to measure the social capital with the help of fuzzy logic. To increase the validity of the model, the model was implemented and evaluated in East Azerbaijan governor's office. The current paper was an applied research and considering the method of the study, it was a descriptive research. Nahapiet and Ghoshal's questionnaire (1998) was used to collect the data and for analyzing the data, defuzzification, fuzzy implications, and for debugging phase, fuzzy mathematics, triangular number, Mamdani method, and center of gravity method were used, respectively. The results showed that the social capital level of employees in governor's office was 63.5. Moreover, the degree of membership or in other words, the level of social capital was 0.54 at the average level and 0.46 at the higher level. Also, the scores of dimensions, within the specified interval, for structural dimension, communication dimension, and cognitive dimension were 49.3, 66, and 70.91, respectively.

Gift Giving: The Effect of Brand on Gift Purchase Intension

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Gift giving is an important issue in consumer behavior. Also, paying attention to the choice of products according to brands is among the most important issues in brand management and marketing management. The attitudes of consumers or individuals in selecting and purchasing the goods depend, in part, on having knowledge about the product and its brand. In addition to personal shopping, some of the purchasings are because of gift giving. Following this, choosing an appropriate gift is critically important and people try to buy branded products as a gift. Brand positioning differentiation impacts gift purchase intention and develops market strategies to increase purchase. Brands in high and low positions have different effects on buying gifts. This study aimed to examine the gift giving and selecting an appropriate and premier brand for giving a gift.

Challenges in Distribution Channels of Cultural Goods and Services

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Today, if a product has a good quality and design but could not be available to buyers at the right time and place, it would be of limited utility. Therefore, marketing managers and sales managers by examining the methods of product transferring should always be in search of newer and more efficient methods of distribution. Appropriate decision in this context would be possible with the increasing speed of product transfer, convenience of purchasing, and lower cost. One of the main tools of marketing refers to the efficient distribution system. Since the cultural products play a determinant role in transferring of thoughts, values, and social norms and they also send cultural messages and values, so, their distribution is also of great importance. This study took advantage of library research method and aimed to identify the challenges in product distribution channels and cultural services. Some of the challenges refers to being traditional, the length of the channel, and the number of intermediaries.

Multinational Companies Human Resource Management Practices' and their Organizational Culture Impact on Employees' Loyalty: Case of Japanese Multinational Company in Morocco

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The Japanese economy has made a huge leap since WWII and strategically placed itself as one of the world's leading powers. The Japanese Human Resources Management (HRM) system is thought to be the foundation of this growth. This article analyzes the Japanese HRM system, workers' loyalty which is its backbone and its degree of transferability and alignment with the Moroccan values and culture. This qualitative research uses an exploratory case study run at a Japanese multinational company's (MNC) subsidiary in Morocco. Findings from the literature are persistent with the ones from the case study, which in turn unveils the presence of loyalty among the Moroccan employees supported by both the company's Japanese HRM practices and Moroccan supportive environmental traits.

The Effect of Ethics on Strengthening the Organizational Citizenship Behavior in Cultural and Art Centers of Mosques in Isfahan

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Organizational citizenship behavior (OCB) is an ethical behavior which is perceived as an inevitable necessity for the effective functioning of an organization. The purpose of the present research was to check the effect of ethics on strengthening the OCB. This study was an applied research adopting a descriptive-correlational method and 300 directors of cultural and art centers of mosques in Isfahan participated in the study. A total of 150 people were selected as the sample of the study by applying the Cochran's sample size formula. The study was carried out using the researcher-made questionnaire as the main instrument and the validity of the questionnaire was confirmed according to the content validity which was approved by professors and experts. The obtained results indicated that according to the respondents the effect of organizational ethics on citizenship behavior was above average; so, all the hypotheses were confirmed. To this end, paying attention to ethical issues would provide the grounds to improve organizational performance and the organizations' commitment to ethics would have positive effect on various aspects of OCB.

Customer Knowledge Management in the E-business Environment: A Survey of Mellat Banks of Iran

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As a competitive advantage and a source of value creation, knowledge management has gain unprecedented attention recently for the organization by researchers and practitioners. The aim of the research was to delve into three stages in appropriate knowledge management in organizations, namely knowledge acquisition, knowledge process, and knowledge deployment. A conceptual framework was developed and empirically tested among the managers and senior experts of Mellat banks of Iran in Tehran city. Results of the research revealed that process, deploy, and knowledge acquisition were the main contributing factors in customer knowledge management (CKM). Besides, there were positive and significant correlations among CKM acquisition deploy and process. In addition, based on multiple attribute decision-making (MADM), criteria weighting market share, market return, and liquidity were the main contributing factors related to firm performance.

Presenting a Costing Model based on Time-driven Activity Adjusted with Fuzzy Logic

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One of the basic requirements in the conventional ABC model refers to introducing other approaches of time-driven activity-based costing (TDABC). TDABC formulates cost equations on the basis of time which is also known as the time equation. When all consumed resources are converted into a unit of time, problems related to massive data are minimized. However, TDABC is not flawless and under conditions of uncertainty like other costing methods, it faces weakness and difficulties in presenting the results and leads to insufficient information to make the right decision. Fuzzy theory is widely known as a logical approach which helps management under uncertain circumstances. In manufacturing cost analysis, uncertainty is mostly found in annual budget distributed to each support and operating departments. According to these functions, this paper tried to propose a new framework of a fuzzy TDABC. Using a fuzzy technique, the parameters of uncertainty, before entering into the equation of time, transfer into the fuzzy sets. These sets are then defuzzified to reach the true value. The current paper aimed to present a fuzzy TDABC to estimate the indirect costs of production under uncertain circumstances. Then, the Implementation of fuzzy TDABC is briefly described in a model and the results of comparison between the conventional TDABC and fuzzy TDABC are presented. It is expected that this model provide complete and more reliable information for strategic management and planning.

Surveying the Factors Affecting the Productivity of Faculty Members and their Ranking Using Multiple Criteria Decision Method

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Human resource management and productivity especially for faculty members of higher educational centers has always been one of the main concerns of educational institutions. This paper tries to survey the factors affecting on the productivity of faculty members and their ranking using multiple criteria decision method. Ranking was based on three groups including faculty members, staff of educational and research units, and students. This study was an analytical-descriptive study. The main instrument of the study was a questionnaire. The analysis of variance (ANOVA), Fisher's least significant difference (LSD), and multi criteria decision making methods (MCDM) came into use. Finally, the factors affecting on the productivity of faculty members were identified by using the technique of TOPSIS and then they were ranked. The findings showed that the components such as empowerment, environmental conditions, organizational culture, motivational factors, and leadership (management) style had the most importance in enhancing the productivity of faculty members of Ardabil universities, respectively.

The Effect of Knowledge Management on Human Resources Productivity in Public Banks: A Case Study of Headquarter of Keshavarzi Bank in Tehran

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The study investigated the effect of knowledge management on human resources productivity in headquarter of Keshavarzi bank in Tehran and prioritized knowledge management components and human resources productivity. For data collection, a validated questionnaire was distributed among the employees of headquarter of Keshavarzi bank. The reliability of the questionnaire was estimated using Cronbach's alpha. Multiple regression analysis was used for testing the effect of knowledge management on human resources productivity and its variables in headquarter of Keshavarzi bank. Kolmogorov-Smirnov test and Friedman test were used to estimate the normality of variables and rank the knowledge management and human resources productivity variables. The results of the study revealed that how knowledge management is affected by the human resources productivity and its variables and it also ordered the variables including communication, commitment, seriousness, education, respect, security, and support based on their importance and rank order.

Assessing the Relationship between the Level of Teamwork Variables and the Human Resources Empowerment: A Case Study of Keshavarzi Bank Branches in Tehran

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The current study tried to assess the relationship between the level of teamwork variables and the human resources empowerment and present some ways to increase the human resources empowerment using the level of teamwork variables as secondary objectives. The statistical population of the study consisted of 271 of employees of Agriculture bank branches in Tehran. Simple random sampling was used for the sampling of this group. For data collection, a questionnaire was used. Multiple regression analysis and Pearson correlation coefficient were used to analyze the hypotheses. The findings showed that there was a significant positive relationship between the level of teamwork variables including structure, norm, and group size and human resources empowerment. The strength of this relationship was estimated by using multiple regression analysis. In addition, the results proved that the level of team work variables could predict the changes of human resources empowerment.

The Role of Moral Intelligence and its Components in Prediction of Change Management

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Intelligence is considered a general unified concept, largely related to cognitive ability. Moral intelligence is newer and less studied than the more established cognitive, emotional, and social intelligences, but has great potential to improve our understanding of learning and behavior. A descriptive correlation design was employed in this study to investigate the effect moral intelligence and its components in prediction of change management in Tabriz Islamic Azad University, and also to examine the relationship between the variables. Using Morgan table and stratified simple random sampling method, 92 managers of Tabriz Islamic Azad University were selected as statistical population of study. A standardized moral intelligence questionnaire and a researcher-made questionnaire were distributed among university managers. Their reliability was estimated by using Cronbach's alpha. One sample t-test and multiple regression analysis came into use. The results of the study revealed that the components of moral intelligence could predict the change management among the managers of Tabriz Islamic Azad University. It further indicated that among four components of moral intelligence, forgiveness provided a reliable predictor for change management of managers of Tabriz Islamic Azad University and the managers' moral intelligence and change management have put in a favorable position.

Feasibility of Implementating Total Productive Maintenance (TMP) in Iran-Khodro Company and Prioritizing the Factors Influencing TPM

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This research was conducted to have a comprehensive look on feasibility to implementation TMP system in Iran-khodro Company and prioritization TMP influencing factors. The research methodology was descriptive-survey study to determine and prioritize TMP influencing factors which influence the performance of employees. The statistical population included all technical technicians and employees of Iran-khodro Company. This study was examined a questionnaire for surveying TMP influencing factors and multi-criteria decision making for prioritizing TMP influencing factors.

The Relationship between Personality Traits and Transformational Leadership of School Principals in Julfa

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This paper set out to study the relationship between personality traits and transformational leadership of school principals in Julfa. A non-experimental research design was used for collecting data. Eighty six school principals in Julfa were chosen as population of this study by applying Morgan table and stratified simple random sampling method. Neo personality inventory () and transformational leadership questionnaire developed by Podsakoff, Mackenzie, Moorman, and Fetter (1990) were used. In order to analyze the data, inferential statistics including Pearson correlation coefficient and multiple regression were used. The results revealed that there was not a significant relationship between personality traits including neurosis and agreement and transformational leadership; however, there was a significant relationship between three other personality traits namely extraversion, openness, and conscientiousness and transformational leadership. Only conscientiousness was an effective factor in diagnosing the transformational leadership.

An Investigation of the Relationship between the Adornment System (5S) Implementation and the Human Resources Efficiency :A Case Study of Head Offices of Sepah Bank

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The present study tried to investigate the relationship between the adornment system (5S) implementation and the human resources efficiency in head offices of Sepah bank. The statistical community of the research included 82 managers and assistants of head offices of Sepah bank. A descriptive correlation design was employed in this study. Two different questionnaires related to managers and assistants performance evaluation of and assistants and 5S implementation were applied. Kolmogorov-Smirnov test, Spearman's rank correlation coefficient, Friedman's test, Chi-square test, and Binominal test came to use. The results indicated that there was a significant positive relationship between the 5S implementation and the human resources efficiency in head offices of Sepah bank. A comparative study on managers and assistants performance evaluation in the years before the implementation of 5S revealed that there was a significant difference between the performance of managers and assistants after and before the implementation of 5S. Moreover, there was a positive linear relationship between all 5S components and human resources increased efficiency. Standardization was the most important component of 5S which lead to human resources efficiency enhancement.

The Relationship between Organizational Culture and Performance Efficiency of School Principals in Arshag

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The aim of this study was to examine the relationship between organizational culture and performance of school principals in Arshag. The study was an applied research adapting a descriptive –correlational method. A sample of 125 of school principals in Arshag were selected as population of this study. Two validated questionnaires which measured the school principals' efficiency and their organizational culture were distributed among respondents. The reliability of two questionnaires was estimated by using Cronbach's alpha. The Cronbach's alphas of the questionnaires were around 0.92. Statistical analysis of hypotheses based on Pearson's correlation coefficient, t-test, and analysis of variance (ANOVA) showed that there was a significant relationship between organizational culture and performance of school principals in Arshag.

The Effect of Earnings Quality and Information on Stock Trading in Tehran Stock Exchange

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In this work it has been attempted to analyze the effect of earnings quality and information on stock trading in accepted companies in Tehran Stock Exchange. The statistical population of the study consisted of 10 accepted companies in Tehran Stock Exchange in 2007-2011. To test the hypothesis, multivariate regression analysis of panel and non-panel was used. The findings of first model showed that earnings persistence, earnings response coefficient, and accruals quality had a significant effect on the ratio index of trading days. It furthermore stated that there was not a significant relationship between annual stock returns and the ratio index of trading days. The results of second model also indicated that there was not significant relationship between earnings persistence and accruals quality and stock trading turnover ratio. Moreover, there was a significant relationship between the response rate of profits and annual stock returns and stock trading turnover ratio.

Outsourcing Logistics Activities to the Third-party Companies: A Case in China

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Today, with the advent of competition in global markets, creating distinctive products and services and competitive advantage become more pronounced. Expense reduction and customer value creation are two obvious signs of competitive advantage which are located at the top of various organizations' policies to the extent that manufacturing managers and centers try to find practical ways to create the competitive advantage. Outsourcing logistics activities to the third party companies is one of strategies for reducing expense, creating and enhancing customer value, and finally creating competitive advantage. This paper tried to present basic concepts of competitive advantages in logistics and then introduced the concept of 3PL companies and finally offered the advantages and disadvantages of hiring three-party companies. Carrying out a thorough review of the literature, some factors affecting the three-party companies' success were presented and then some of challenges and opportunities related to three-party companies were discussed.

Ranking and Prioritizing the Managers' General Skills in Corporate Social Responsibility Fulfillment from the Perspective of Management Professors

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Characteristics, traits, skills, and competences that relate to managers' needs, life situations, and workplaces can be considered as essential factors for benefitting from competitive advantage. One of the most important objectives of managers in 21st century organizations is to meet the economic, legal, ethical, and social expectations that the community expects them from organizations over different periods of time. Equipping managers with different practical skills and updating their knowledge along with capabilities can be effective in achieving their expectations. Since these expectations have been defined in terms of corporate social responsibility, this paper is aimed at ranking and prioritizing the managers' general skills in corporate social responsibility fulfillment. The statistical population of this study consisted of all management professors in different universities in Iran. To test the hypothesis, Chi-Square and Friedman's tests were used for data analyzing. The findings indicated that ranking and prioritizing the managers' general skills had a significant effect on corporate social responsibility fulfillment. Finally, some suggestions regarding to updating and applying some strategies were presented and some guidelines were developed.

The Role of Socialization in Relationship between Locus of Control and Organizational Identification

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The present study was conducted to survey the relationship between socialization and the locus of control and organizational identification. Organizational Socialization plays a crucial role in early steps of recruitment and is considered to be an important factor in improving organizational performance. Organizational identification refers to continuous core features of organization that people understand them in organizations. In addition, it is one of key success factors for any organizations that influence people to follow the organization. Locus of control is the context in which people tend to attribute the causes of events to circumstances and forces which are beyond an individual's control. It divides to external and internal locus of control. Locus of control can be divided into internal locus of control and external locus of control. Therefore, this paper tried to present a model for investigating these three variables that have significant effects on the organizational performance. The current paper presented the most recent literature related to socialization, locus of control, and organizational identification and their dimensions and finally discussed their advantages.

The Impact of Message Advertisement Repetition on Customers' Attitude toward the Brand and Purchase Intention

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A mobile phone has provided a new channel for person to person interactive marketing activities which can provide the possibility of establishing two-way communication between marketer and customer. Moreover, the method of advertising the message is important. This paper was conducted to study the impact of message advertisement repetition on customers' attitude toward the brand and purchase intention. For the purpose of study, 90 customers of Shaparak advertising company were selected as population of this study and the results were calculated by analysis of variance (ANOVA). The results revealed that there was a significant difference between message advertisement repetition in various groups and customers' attitude toward the brand and their purchase intention.

Organizational Innovation as an Enabler of Technological Innovation Capabilities and Firm Performance

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Today, different companies use various fields to increase technology and enhance their performance in the market. Among these trends, innovation has a great importance. The purpose of this study was to investigate the effect of organizational innovation on technology, firms' performance, and identification of variables relationship. This paper was a descriptive analytical study. This research reviews the literature in organizational innovation and firms' performance. The results indicated that organizational innovation had a significant effect on the technology and business performance which increased firms' competitive advantage.

Transectorial Dimension in Strategic Philanthropy of CSR: An Insight from Cultural Perspective

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The global challenges of today make a strong pressure on companies to shift from formal declaration of corporate social responsibility to intrinsic and factual application of its values, with adequate responses to strategic needs of societies in which they operate. Throughout decades the dichotomy of society and business has by default been viewed as antagonistic, however, philanthropic initiatives, as a constituent of CSR strategy, are embraced by enhancing numbers of top management. This article has two main objectives: to give a digest of the development of academic thought in the field with the focus on different socio-cultural contexts as determining factors for multifaceted relations between business and society and to introduce a theoretical framework for CSR companies and their managers to facilitate transectorial philanthropic decisions as an outcome of this study. This study aims to map the social context and identify how a set of socio-cultural factors determine managerial solutions in favor of strategic philanthropy. What socio-cultural factors play the most important role in transectorial managerial decisions in different parts of the world? Is strategic philanthropy, as a constituent of CSR, equally acknowledged across the global business community? The findings revealed a correlation between multiple factors of the social environment, stemming from its cultural context, and managers' philanthropic choices, related to strategic objectives of organizations and society. Also, this research suggests a set of solutions, capable to evaluate the strength of each factor and to mitigate the influence of the negative ones. This framework proposes new possible avenues for research of relationships between business and society, moving managers and decision makers beyond the intrinsic assessment of cost benefit ratio of the overall company revenue and encourages scholars to further investigate how transectorial managerial decisions.

The Effect of Management Factors and Job Satisfaction on Human Resources Efficiency: A Case Study of Paramedical Employees of Public Hospitals in Ardabil

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The present study aimed to investigate the effect of management factors and job satisfaction on human resources efficiency. This study was carried out through a survey method using questionnaires as the main instrument. The questionnaires of the study included both job satisfaction and efficiency questionnaire. The population of the study consisted of 2000 paramedical staff of hospitals affiliated to medical sciences of Ardabil. Cochran's formula was used to determine the sample size. According to this formula, the number of sample was equal to 322. Pearson's correlation coefficient was used to test the hypotheses. The results showed that management factors had a significant positive correlation with human resources efficiency.

The Increased Managers' Willingness to Take Risks: Surveying the Effect of Implementing Management Dashboard

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Information overload is one of the greatest management challenges to organizations in an age of speed and instantaneous communications. This is one of the most important quick decision making tools which reduces the managers' willingness to take risks. This descriptive study aimed to investigate the effect of implementing management dashboard on managers' willingness to take risks through designing and implementing management dashboard for quality controlling in Pars Khodro Company. This study was carried out through a survey method using a researcher-made questionnaire as the main instrument. Wilcoxon test and Spearman's correlation coefficient were used to test the hypotheses. The results indicated that there was a significant difference between managers' willingness to take risks before and after implementing management dashboard. It also indicated that management dashboards can manage the information overload and its challenges.

Knowledge Sharing Strategies with an Emphasis on Educational Systems

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Knowledge is one of the vital driving forces of business success and it is considered as one of the most essential factors of success in organizations. Therefore, the organizations try to achieve maximum use of existing knowledge by spending time, energy, and financial resources. Knowledge sharing is one of the essential processes in the field of knowledge management which takes place when people desire to help others and learn from them to increase their skills and abilities and finally improve their performances. Today, using organizational knowledge and sharing effective knowledge between organizations' employees are considered as strategic resources for organizations to gain and maintain their competitive advantage. To achieve such competitive advantage, organizations are seeking to find new models and strategies that enhance their knowledge sharing and assist them to achieve a much better position. This paper provided a detailed review of knowledge sharing strategies and its effective factors. It furthermore indicated the common obstacles and the strategies to overcome them.

Organizational Leadership in a Halo of Uncertainty

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Every new challenge is considered as an old challenge with the pass of time in all fields especially in the field of humanities. The old challenges in his day were considered the new challenges. If the primary stages of each challenge does not arrange rationally, scientifically, and rationally, the desired system or organization will not achieve to its final destination. Leadership is undoubtedly a new challenge in the realm of management. We face new concepts and topics of management every day. The review of literature revealed that there was not any clarity, integrity, and reliability in various leadership theories and styles. Failure to distinguish between leadership and leaders in the community and leadership and leaders in the organization, having different definitions and perspectives on leadership and organizational leadership, uncertainty of leadership determination methodology using required leadership traits, behaviors, and qualities, inconsistency in having mutual understanding of the significant characteristics of leaders, lack of overlapping various contingency theories of leadership, and confusion and misunderstanding over the difference between principal and leader are examples of uncertainty over the concept of organizational leadership. This paper tried to present some of these uncertainties over the concept of organizational leadership in order to place leadership in its original place.

The Influence of the Employer Brand Attractiveness on Employee Attraction, Retention, and Satisfaction

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The competence of individuals is vital and due to lack of it, companies are facing problems concerning the attraction and retention of talented employees. Employer branding is a relatively new concept that can function as an instrument for firms to position themselves as an employer to attract and retain wanted employees. The aim of this paper was to address three broad questions including Are preferences for branding attributes similar for entry and for retention? Are there generational and career stage differences in one's entry and exit priorities? How is current satisfaction with employer brand image attributes related to overall commitment, satisfaction, and retention? The findings revealed that employer brand can be utilized both externally to attract potential employees and internally to increase commitment, satisfaction, and loyalty among current employees. In the context of recruitment, Employer Branding can make the process more effective. For the employer brand to be trustworthy and successful the consistency between the internal values and the external image is vital.

The Relationship between Organizational Intelligence and Organizational Agility of Payame Noor University Employees in Sari

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The present study was conducted to examine the relationship between the organizational intelligence and organizational agility of Payamee Noor University employees in Sari. The study was a descriptive correlational research and the sample size included all employees of Payamee Noor University which was equal to 60 individuals. Due to the limited size of the population, the total population was considered as the sample. In order to collect the data, two questionnaires came into use. Karl Albrecht's standard questionnaire was used to assess the organizational intelligence and to evaluate the organizational agility, special organizational agility questionnaire was applied. To analyze the data, descriptive and inferential statistics and Pearson's correlation coefficient was used. The results showed that there was a significant positive relationship between the organizational intelligence and organizational agility of Payamee Noor University employees in Sari.

Neuromarketing and Consumer Freedom

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The current paper examined the influence of innovation and methods of neuroscience and psychology on marketing activities with regard to their relationship using people's freedom. Therefore, the study focused on ethical questions including customer knowledge, satisfaction, and understanding which might be considered as privacy invasion of customers. After presenting a short introduction, the paper deals with scientific literature in the field of brain. Following this, marketing models for encouraging are presented. Critical issues of ethics which have been developed in moral philosophy are discussed in the next session. Finally, the current paper ended with reasoning and reviews in relation to consumer rights.

The Relationship between Servant Leadership and Employees' Empowerment: A Case Study of Islamic Azad University of Najafabad

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The present study was conducted to investigate the relationship between the servant leadership and employees' empowerment in Islamic Azad University of Najafabad. The study was an applied research adopting a descriptive method and survey design. The statistic population included employees at Islamic Azad University of Najafabad. Questionnaire was used as the main instrument for data collection which had two sections including 43 questions prepared on the basis of five point Likert scale. The data analysis was done at both descriptive and inferential levels. The obtained results revealed that servant leadership indices, namely giving service, humility, trust, and kindness and the indices of employees' empowerment including efficiency, competence, autonomy, and meaningfulness were at an acceptable level at Islamic Azad University of Najafabad. Also it was shown that there was a significant relationship between all indices of servant leadership and employees' empowerment and the development of each of leadership indices would affect the level of employees' empowerment.

The Relationship between Ethical Leadership and Organizational Learning: A Case Study of Supreme Audit Court

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This study was conducted to examine the relationship between the components of ethical leadership including fairness, role clarification, and sharing of power and organizational learning. The study was an applied research that adopted descriptive and survey method. The managers of supreme audit court formed the population of the study. The main instrument of the study was a questionnaire consisting of two sections which included 31 questions on the basis of five point Likert scale. Data were analyzed at two levels of descriptive and inferential statistics. The results presented that there was a significant positive relationship between the ethical leadership and organizational learning and among their components.

Who Suffers from a Big Number of Procedures at Work?

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When employees develop, on their own, a regular way of doing things in a particular order, they become work ROUTINES. When the methods, and the order, of carrying out given tasks are IMPOSED by the employer, and when the employee is not allowed to change them, they become PROCEDURES. The number of procedures to follow in services sector has increased, as a consequence of globalization. On the other hand, more and more people are engaged in work that is not precisely defined. In a knowledge-based job, employees have to define for themselves not only how to perform the task, but often the task itself. Frequent changes of projects make establishing performance standards often impossible. We tend to forget about individual differences in employees, who differ in TEMPERAMENT (one of its manifestations is the dimension of extraversion - introversion), which determines i.e. adaptability to change. Employees also differ in how methodical they are: some prefer routine, repetition and fixed working methods, rather than change, diversity and decision making (which is a manifestation of ACTIVITY STYLE). In our study, we examined how congruence of the temperament and the preference for routine work influences the frequency of EMOTIONS (positive, negative), as well as EARNINGS, in the jobs with different levels of proceduralization (psychotherapists vs. prison service).

Business Evolution in Clothing Industry Using Blue Ocean Strategy and Design Panel

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Business transformation is an instrumental concept which includes a wide range of competitive strategies that organizations adopt to continuously improve business performance and it involves business re-engineering, educational development of organization, quality management, and use of organizational technology. Competitive strategy is about being different. Put differently, choosing freely is a different set of activities which creates a unique combination of values. Competitiveness is among the most fundamental factors affecting profitability. To this end, the current study attempted to develop a powerful and useful framework for understanding the competition and its impact on business transformation that requires innovative and appropriate strategies. This paper examined the evolution of children's clothing industry. First, the business model using a design panel was presented. Then, by the use of blue ocean strategy and framework of action, the study tried to create a multi-dimensional development in an untapped market and using appropriate strategies, it achieved sustainable differentiation.

Maintaining and Promoting Mental Health of Human Resources: A Guarantee for the Promotion and Sustainable Development of Organization

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Today's Society is a community organization and efficient human resources are the major indicators of development and they have significant role in the quality and quantity of organizational output. Health is the basic human need which has a leading role in sustainable development and the factors which affect physical and mental health will have devastating effects on the organizational structure. With the expansion of globalization, internal and external organizational communication, industrialization effort, and fundamental changes in organizational culture, the epidemiology of the diseases and health needs change. Mental health, burnout, and occupational stresses are among the important factors that organizations should pay special attention. Mental health includes competition capacity and efficiency and intellectual and emotional prosperity. Burnout is one of the consequences of stress which is a common problem in organizations and psychological symptoms of it are emotional exhaustion, depersonalization, and reduced personal accomplishment. Burnout is not a physical disorder but it can slowly lead to mental disorder. All of the mentioned problems in the organization's personnel can decrease their productivity and quality of services and can lead to dissatisfaction, leaving work, absenteeism, and various occupational injuries. The purpose of this study was to draw each organization's manager to important issues in mental health of human resources and presenting models for evaluating them.

Identifying and Prioritizing the Criteria Affecting Brand Equity and Evaluation of Pharmaceutical Companies Using Multi-Criteria Decision-Making Techniques: Customer-centric Approach

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Brand impacts on consumer attitudes and appropriate brand provides context for company's development and growth. Therefore identification and evaluation of effective criteria in evaluation of brand and also in measuring brand strength is of great importance because it will affect all the activities of a company such as marketing and financial activities. In this research, identifying and prioritizing the criteria affecting brand strength and assessing brand strength is studied. To identify the priority of affective criteria, by the use of expert's opinion and VIKOR method, the most important criteria were identified. In the second stage, 23 pharmaceutical companies active in the Tehran Stock Exchange (TSE) having high market share were chosen and the customer-based criteria were selected for designing a researcher-made questionnaire to evaluating brand equity. Questionnaires were distributed among 160 pharmacies in Tabriz and the results were analyzed using TOPSIS method. The brand equity from customer-centric perspective was investigated and the results showed the highest and the lowest ranking of brand equity related to pharmaceutical companies. It is hoped that the results of this research, along with other methods, contribute to the richness of the literature.

The Effect of the Knowledge Sharing and Characteristics of the Learning Organization on the Organizational Intelligence: A Case Study of the Red Crescent Society of Ardabil

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The current study was aimed to investigate the effect of the knowledge sharing and characteristic of the learning organization on the organizational intelligence in Ardabil's Red Crescent society. The study was an applied research adopting a descriptive-correlational method and survey design. The population for the study consisted of employees in Ardabil's Red Crescent society which was 210 people. Due to the limited population, the total population was considered as the sample and 210 questionnaires were distributed. A total of 190 returns were received and used for further analysis. To analyze the data, univariate and multivariate regression coefficient were used and the results revealed that knowledge sharing and its components had significant positive effect on organizational intelligence of employees in the Red Crescent society of Ardabil.

Providing the Applicable Model of Performance Management with Competencies Oriented

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The talented and meritorious human capital is the source of competitive advantage and is of great importance that on the basis of it the performance of employees is assessed. The aim of this study was to provide the applicable model of performance management with competencies oriented in Entekhab Industrial Group. The population of the study was a group of 550 of industrial employees. Simple random sampling was used and the sample size was estimated 230 people using Morgan table. Based on the literature and research in this area, key indicators of performance evaluation in terms of staff competencies, namely knowledge, skills, attitude, and work style were identified. Using the experts' opinion, a researcher-made questionnaire was developed as the instrument for data collection and the data were analyzed by SPSS and AMOS. The results of the analysis indicated that the all the research hypotheses were supported, meaning that the factors had a significant positive effect on organizational performance. As observed, among the dimensions of competency-based performance management, work results and the staff knowledge had the highest and the lowest mean in the Entekhab Industrial Group, respectively.

The Impact of Relationship Marketing Factors on Customers' Satisfaction: A Case Study of Car Manufacturing Company in Shiraz

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Today, manufacturing or service organizations that consider customers' satisfaction as the most important criterion for assessing the quality of their work are gradually distancing from traditional marketing and indicate trend toward relationship marketing. Given the importance of attracting and retaining customers using relationship marketing in the organizations around the world, the current study was conducted to investigate the impact of relationship marketing factors on customers' satisfaction in after-sales service sector of a company in Shiraz. For data-analysis, Pearson correlation test and one-sample t-test were applied. Besides, Friedman test was used to prioritize factors in relationship marketing. The results showed the positive impact of identified factors on customers' satisfaction in relationship marketing and among the factors, trust had the greatest impact.

A Study on the Status of Relationship Marketing in Non-governmental Organizations (NGO) of Tabriz: A Case Study of Mostamandan Charity and Green Hearts Charity

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The purpose of this study was to investigate the status of relationship marketing in non-governmental organizations (NGO) of Tabriz. For this goal, contributors of Mostamandan charity and green hearts charity were selected as the statistical population. The current research was an applied research adopting a descriptive method. Data collection tool for statistical analysis was a researcher-made questionnaire. T-test and Friedman test were used for data analysis and for ranking the components of the relationship marketing, respectively. Six components of Hunt & Arnett research results were used as research variables and they were measured and evaluated. According to the results, in Mostamandan charity the status of five factors including trust, commitment, shared values, communication and quality were evaluated to be more than average but the status of participation was concluded to be less than average. In Green heart charity, the status of all six components was more than average.

The Impact of Human Resource Management (HRM) Practices on Organizational Innovation and Learning with the Mediating Role of Knowledge Management Capabilities in Banking Industry

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This present research aimed to study the impact of Human Resource Management (HRM) practices on organizational learning and innovation with the mediating role of knowledge management capabilities. A questionnaire was developed for measuring the study variables and after confirming the validity and reliability of the measurement instrument by exploratory factor analysis, they were distributed. The statistical population of this research was 462 people and included all employees of private banks in Yazd. The study was an applied research which adopted a descriptive-correlational method. The results indicated that HRM practices with mediating role of knowledge management capabilities impacted the organizational learning and innovation.

The Importance of Customer Satisfaction in E-commerce

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E-commerce has led to a profound change in the customers' business relationship and has allocated a large portion of business transactions to itself. In today's global economy, companies must concentrate their attention, activities, and capabilities only to customer satisfaction because they are the source of return on investment and organizations can maintain their survival with their customers. Therefore, the present study examined the importance of customer satisfaction in e-commerce as one of the most important challenges in the present era. The purpose of this study was to contribute to the existing research in the field of marketing and e-commerce and provide a comprehensive overview to show the importance of paying attention to customer satisfaction and to know that why the organizations should give more value to this issue in e-commerce.

Brand and Factors Affecting its Success

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Today, in order to gain competitive advantage of organizations and their products, brand recognition and factors affecting its success, in terms of the creation and use, has become increasingly important. The study which applied a survey research design, tried to identify the factors affecting the success of the brand that is one of the new challenges of management in today's area. According to the results of research in the field of brand, the study examined the implications and factors that cause more success to act as guidelines for organizations. Besides, due to the conditions that each organization demand, it was aimed to select the most appropriate way for creating and use of brand.

Evaluating the Effect of Job Satisfaction on Unsafe Behavior of Human Resources: A Case Study of Arya Sasol Polymer Company

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Human resources are considered as the most valuable asset of the organization. So, their safety and health should be taken seriously into account. Several factors could increase the risk and reduce the level of safety and unsafe behavior of human resources. In this study, the effect of job satisfaction on employees' unsafe behavior in Arya Sasol Polymer Company was examined. The data was analyzed using SPSS software. The results showed that all aspects of job satisfaction had significant relationship with unsafe behavior of human resources. In fact, both factors, namely motivation and health had negative relationship with employees' unsafe behavior. To this end, paying attention to the factors which increase job satisfaction would decrease unsafe behavior.

Examining the Relationship between Social Capital and Professional Development of School Teachers in Meshgin-e Sharqi

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The purpose of this study was to examine the relationship between the social capital and professional development of school teachers in Meshgin-e Sharqi using a using correlational method. Among the school teachers, 199 people, 59 women and 140 men, were selected as the sample of the study using stratified random sampling. Data was gathered by the use of Nahapiet and Ghoshal's social capital questionnaire and professional development questionnaire. The validity of the questionnaires and their reliability were approved by experts and using Cronbach's alpha, respectively. The results indicated that there was a significant relationship between the components of social capital, namely structural, cognitive, and relational dimension and professional development of teachers. Also, it was revealed that among the dimensions of social capital, only cognitive dimension could significantly predict changes in professional development.

Knowledge Management and its Explanation in the National Petrochemical Industry of Iran

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We live in an age where wisdom is the most important asset for development in global competition. In period that societies go through knowledge, the organizations are successful which can get the best advantage from their resources with regard to knowledge management. Iran's petrochemical industries are no exception and in order to develop, it requires capital knowledge and focuses on putting it into practice. The current research was a descriptive and analytic study and it aimed to explain the status of knowledge management in Iran's petrochemical industry with regard to some of the popular models in knowledge management. The results showed that to implement the knowledge management master plan (KMMP) in Iran's petrochemical industry, national company requires all necessary preparations for transferring, achievement, dissemination, and implementation of petrochemical knowledge as well as creating the culture of accepting knowledge and connecting work with knowledge.

The Effect of Team-based Learning on Knowledge Development

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The most important component of education is learning and the experts in this field should do their best to improve the qualities and methods of ideal learning because the new methods lead to the efficiency of education costs. One of the most commonly used methods of learning is team-based learning. Team-based learning is a powerful and versatile teaching strategy that relies on small group interaction that in which everyone can participate on a collective task, benefit from other people's experiences in recruitment, develop and manage knowledge in order to create and develop effective learning environment. Effective learning leads to generating knowledge, increasing the knowledge of learners and teachers, and training and developing capable human resources which is the most important mission of education office. This paper aimed to investigate the effect of team-based learning on the knowledge development.

Hidden Curriculum

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The curriculum as a field of study in the knowledge domain has a special dimension, topics, and conceptual structures similar to all other science domains and the curriculum as a knowledge domain has a special conceptual framework for itself which outlines the purpose, rational, and guiding principles that differentiates it from almost any other fields of education. Hidden curriculum or informal curriculum is considered as a part of formal education including all informal knowledge or unwanted knowledge, implicit values, beliefs, attitudes, assumptions that are part of learning process in classrooms and schools. There is an inseparable relationship between ethical education and hidden curriculum. The concepts of hidden curriculum are the most valuable concepts of curriculum which refers to all understandings, informal and intangible teaching, and non-academic aspects of higher educational centers, and general context of the society.

Investigating the Relationship between Leadership Competencies and Implementation of Planned Organizational Changes: A Case Study of Management and Planning Organization

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This paper bridged the leadership and organizational change literatures by exploring the relationship between leadership competencies including human, technical, cognitive, diagnostic, communication, and decision-making skills and implementation of planned organizational changes. This study was an applied research adapting a descriptive-correlational method and survey design. One hundred sixty nine employees of Ardabil's Management and Planning Organization were selected by using simple random sampling as a statistical population. A validated questionnaire was used for the purpose of this study. Pearson's correlation coefficient and multiple regression analysis came to use. The results revealed that there was a significant positive relationship between leadership competencies and implementation of planned organizational changes.

A Comparative Study of Corporate Social Responsibility from Islamic and Western Perspectives

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The concept of corporate social responsibility has a long history and is considered as one of the most common concepts in the world of scientific and business literature. Corporate social responsibility provides some methods that organizations should act them in the business environment to meet the society, business, legal, moral, and religious expectations. Religious effects and values, cultural issues, and Islamic values are concepts that are mostly neglected in the context of corporate social responsibility in many scientific studies. Many of the concepts of corporate social responsibility can be found in the Islamic values. This paper tries to compare the corporate social responsibility from Islamic and western perspectives.

The Impact of Internal Marketing on Organizational Performance: The Mediating Role of Organizational Commitment in Large and Medium Companies of Mashhad Industrial Township

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Today, the survival of any organization lies in trying to boost their performance in terms of growth and profitability indices. For this reason, the organizations take advantage of various mechanisms and opportunities to improve their performances. The present paper aimed to survey the impact of internal marketing on organizational performance with considering the mediating role of organizational commitment in large and small firms in Mashhad's industrial township. This study was an applied research adapting a descriptive-correlational method and a survey design. The research instrument was a questionnaire and the reliability of it was assessed using Cronbach's alpha coefficient. The statistical population of this study included 85 large and small firms in Mashhad's industrial township. The findings indicated that there was not significant relationship between perspective and commitment, commitment and performance, perspective and performance, and development and performance. However, there was a significant relationship between development and commitment, rewarding and commitment, and rewarding and performance.

The Effect of Demographic Characteristics on Employees' Resistance against Organizational Change: A Case Study of Mashhad Public Organizations

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The present study was conducted to investigate the effect of the demographic characteristics including age, gender, and educational level on the employees' resistance against the organizational change. A researcher-made questionnaire was distributed among employees of Mashhad's public organizations. The reliability of the questionnaire was assessed using Cronbach's alpha and the validity of the questionnaire was confirmed using methods of confirmatory and exploratory factor analysis and KMO index. Analysis of variance (ANOVA), Pearson's correlation test, and Duncan test came to use. The results of study showed that the mean of variables in two groups, male employees and female employees, were same. Therefore, there was not a significant relationship between the gender and the employees' resistance and its components namely cognitive, behavioral, and emotional against the organizational change. The findings showed that there was not a significant relationship between the age and the employees' resistance and its components against the organizational change. Moreover, there was not a significant relationship between educational level and employees' resistance and its two behavioral and emotional against the organizational change; however, there was a significant relationship between educational level and cognitive component of employees' resistance against the organizational change.

Evaluating the Effectiveness of ISO 9001 Quality Management System on the Performance of Iran Health Insurance Organization

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The majority of studies on the effect of ISO 9001 quality management system on the performance of Iranian companies are in the context of manufacturing industry and there are a limited number of studies evaluating the effect of ISO 9001 in public sector organizations. The findings of the following sectors have also shown the controversial results about different dimensions of the organizational performance. The purpose of this study was to evaluate the effect of ISO 9001 quality management system on the performance of Iran insurance company and offered its practical measures to resolve the system deficiencies and shortcomings and enhance their organizational performance. To evaluate all functional aspects of organization, Karen's Balanced Scorecard (BSC) was used. In this method, in addition to financial measures other dimensions of organizational activities including customers' perspective, internal processes, innovation, and organizational learning and development have taken into account. This study was an applied research adapting a descriptive-correlational method and survey design. To collect data, a researcher-made questionnaire which was modeled using BSC was distributed among 135 operational managers of head offices in 9 provinces including Tabriz, Urmia, Ardabil, Zanjan, Guilan, Kurdistan, Hamedan, Qazvin, and Alborz. To test hypotheses, exploratory factor analysis and t-test were used. The results of this study indicated that there was a significant positive relationship between ISO 9001 quality management system and the performance of Iran Health insurance company and its four aspects including financial growth, customer, internal processes, and innovation.

E-government and Good Governance: A Case Study of Governmental Organizations in Guilan

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The current study attempted to study the relationship between the e-government and good governance in government agencies of Guilan. The research was an applied study which adopted a descriptive method and the main instrument of the study was a standard questionnaire. The population for the study consisted of government agencies of Guilan and due to the large number of government agencies, the sampling method is used to determine the sample size and finally 34 government agencies were chosen as the sample of the study. The research hypotheses were tested using the gathered data and it was determined that there was a relationship among the e-government dimensions, namely the amount of development and web features, the acquisition of the Internet and intranet, the amount of time for creating website, support, development and equipment of sites, the development of electronic services, the amount of financial support, the training programs for citizens, the amount of information in introducing the website and facilities related to e-services and good governance in government agencies.

Prioritizing Sustainable Strategies for World Heritage Site Applying Combination of SWOT and AHP Method: The Case Study of Sheikh Safi al-Din Khānegāh and Shrine Ensemble

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Sustainable planning is the main process to accomplish sustainable development and it is one of the significant programs which every organization implement it in order to have successful planning. The purpose of this study was to evaluate the critical factors in strategic planning of cultural attractions. Sheikh Safi al-Din Khānegāh and Shrine Ensemble as a tourism site which is located in Ardabil is selected as the study area. In this study, due to the lack of the determination of the importance ranking for the SWOT factors, we proposed to enhance SWOT analysis with multi-criteria decision making technique called Analytic Hierarchy Process (AHP). Expert Choice 11 was used to achieve pair-wise comparisons among factors to prioritize them using the eigenvalue calculation. The aim of applying the combined method was to improve the quantitative side of strategic planning. Research findings revealed that this site was mostly noticeable in terms of external threats and internal strengths. Therefore, competitive strategies were chosen to be implemented in the site. Results can be reviewed by local authorities and used in the tourism planning of similar study areas.

A Critical Analysis of Succession: A Case Study of Education Office in Shahrood

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In this research, the role of the components of succession in management of education office in shahrood was examined using descriptive statistics and inferential statistics methods in accordance with Kim's model (2006). Hypotheses suggested that policy determination, evaluation of candidates, development of candidates, and assessing the effectiveness had role in succession. The statistical community in this study was 140 managers of education office in Shahrood and the size of the sample was 103. The main instrument was a standard questionnaire containing 32 questions. The statistical methods used in this research were Binomial test, Kruskal Wallis test, Kendall test, and measure four hypotheses. The results obtained by the use of Binomial test verified the research assumptions and revealed that at significant level of 0.05%, all the assumptions were confirmed but Friedman test in this research proved that four components in succession management did not have the same priority for respondents and the components had different average rating.

The Role of Implied Knowledge between the Sale and Marketing Performance of Dadash Baradar Company (Aidin)

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The main objective of this study was to investigate the role of implied knowledge between the performances of marketing and sale in Dadash Baradar Company (Aidin). In this regard, the secondary objectives and hypothesis including the evaluation of a significant relation with sale and marketing and checking the moderator role of implied knowledge were studied. The present study was an applied research adopting a descriptive-correlational method. The population for the study consisted of sale department staff, including branch managers, authorities, and visitors. Due to the limited number of population, all members were considered as population of the study and standard questionnaires, namely questionnaires of implied knowledge by Julia and Lemos (2010) with 13 questions, sale questionnaires by Goniz (2003) with three dimensions and 11 question, and the third questionnaire of marketing performance by Ozer-Kocak-Celik (2006) with three dimensions and 37 questions were used as the main instruments. To assess the views of respondents in each questionnaire, 5-point Likert scale came into use. The validity of the questionnaire and its reliability were approved by the use of content validity and Cronbach's alpha coefficients, respectively. Following this, the hypotheses were rejected. In other words, there was not a significant relationship between the marketing performance and the factors affecting sale. Also, the implied knowledge played a negative role as a moderator.

Identifying and Assessing the Risks of New Product Development to Provide a General Model for Enhancing Productivity

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In dynamic business world of today, companies try to gain advantages over its competitors and surpass their rivals. Undoubtedly, new product development is a prelude to get into this stage. Faster delivery time of new products to the market can lead to their high volume of sales. So, it is important to simplify the product development process to speed the development projects. To this end, it is essential to represent a precise definition of new product and identify the risks and potential hazards to avoid diminishing and reduction of productivity level. In this study, it was aimed to provide a table of risks that affect new product development and present suggestions and general model to increase productivity.

Implementation of Charitable Social Responsibilities with the Aim of Increasing People's Sense of Satisfaction

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With the growing trend of organizations and their products, the importance of corporate social responsibility becomes more reflected. The way of decision-making and the manner of its implementation play an important role for organizations and society. In the present study, by referring to the importance of social responsibility and introducing its various dimensions, it was aimed to analyze the status of proper implementation of charitable social responsibilities in Iran and to propose an executive practice for increasing the sense of satisfaction among the community members and customers of organization and expanding cooperation in the works.

The Role of Organizational Commitment in Having Tendency toward Cultural Entrepreneurship: A Case Study of Art and Cultural Organizations in Isfahan

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In Today's world of competition, the quality of human capitals is considered an important factor in creating a competitive advantage and increasing entrepreneurship in the organization. The substantial contribution of human beings in comparison with technical and financial capital in the form of intellectual, social, and human capital for increasing organizational efficiency and effectiveness is not covered for anyone. Hence, paying attention to the factors that help to strengthen the contribution of human beings is always noteworthy. In this paper it has been attempted to examine the role of organizational commitment in having tendency toward cultural entrepreneurship. The study was an applied research and it adopted a descriptive-correlational method. To describe the relationship between the organizational commitment and entrepreneurial orientation, a questionnaire was used as the main instrument. The sample for the study is drawn randomly from the staff of recreational and cultural organization of the municipality and Isfahan art institute. The results showed a significant relationship between organizational commitment and entrepreneurial cultural orientation. Also, there was a significant positive relationship between the dimensions of emotional commitment and continuous commitment and entrepreneurial orientation dimensions but there was no significant relationship between normative commitment and entrepreneurial orientation.

Studying the Behavior of Iranian Drug Users

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Nowadays, offering products according to the needs and desires of consumers is considered as one of the reasons for the survival of companies' business. Since customers have different needs and use different purchasing methods, there are several important factors that influence decision making and many elements, namely the aim of purchasing, the way of selecting, and the amount of total consumption determine these influencing factors. Therefore, identifying the factors that affect consumer behavior would be a great help in developing the company's marketing strategies and in formulating the policies and regulations governing the market. Meanwhile, with significant growth in Iran's pharmaceutical industry and competition among these markets, getting a deeper and more accurate understanding of consumer behavior is of particular importance. In most countries including our country, drug is considered as part of strategic goods. To this end, the distribution, consumption, and drug pricing and advertising is always in control and oversight of government and related organizations. The current research aimed to review and evaluate the internal and external factors that affect the behavior of drug users in Iran by analyzing the situation of drug market in Iran and recognition of rational use of drugs and taking pills without a doctor's prescription.

Strategic Entrepreneurship and Dynamic Flexibility – Towards an Integrative Framework

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Strategic Entrepreneurship is a growing field within both Entrepreneurship and Management Science. Dynamic Flexibility is a concept originally developed to resolve general business issues (Apter, 1985, 2001) and later enhanced to address specific strategic management challenges (Pereira, 2010). Strategic Entrepreneurship deals with a singular strategic management response which is to achieve superior performance via simultaneous opportunity-seeking and advantage-seeking activities (Ireland et al., 2003). The process of maintaining superior performance is certainly a longitudinal one and requires capabilities on both those dimensions (Ireland and Webb, 2007). In this paper, we propose the use of dynamic flexibility as a useful capability to address strategic entrepreneurship longitudinal issue. Exploring the modulation time response model (Apter, 2001; Pereira, 2010) and different other references from both strategic management and strategic entrepreneurship literature, we aim at establish an integrative framework for dynamic strategic entrepreneurship.

The Role of Information and Communication Technology Application in Electricity Demand in Iran: A Time Series Approach

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This paper examined the impact of information and communication technology (ICT) in electricity consumption using time series analysis in Iran. After the oil-price shock at the end of 1970s, there was general interest in how to reduce the electric energy consumption in economies by adopting a greater usage of information technology. By widespread adoption of the internet, mobile phones, and personal computers throughout the world, investigating the relationship between the information technology and electric energy consumption became of critical importance. The obtained experimental model of time-series approach showed a positive and statistically significant relationship between ICT and electric energy consumption in Iran. The findings also revealed that ignoring the effect of ICT in estimating the electricity demand and energy policy especially policies to reduce greenhouse gases would create serious problems.

Intellectual Capital and Productivity

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Intellectual capital is a new topic which has been proposed theoretically all around the world in recent years. However, since it is a highly valuable resource for both countries and organizations, its growth and development is now considered as a factor which shows development of countries. Nowadays, the concept of intellectual capital has passed its initial research and laboratory stages and it is now considered as a necessity for the management of organizations and the leadership of the development of countries. On the other hand, financial markets and investments focuses more on intellectual capita, and many of the authorities in these markets emphasize the necessity of making a framework to report intellectual capital besides fiscal report. In fact, although intellectual capital was only a research topic limited to developed countries in the past, it is now a worldwide factor for competition in this world of international competition. The purpose of this study was to present a theoretical basis of intellectual capital and productivity and give a review of the studies conducted on this issue.

The Role of Management and Effective Factors in Human Resources Empowerment in an Organization

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Attention to human resources has taken a great deal of time and money of leading organizations in recent years. Nowadays, intelligent managers know that if they invest on development and advance of human resources, they can guarantee their performance success and their competitive advantage. It is also claimed that the most efficient way to get competitive advantage in these conditions, considering the dramatic changes and developments of the modern world, is to make the human resources of organizations strong and efficient. Therefore, this study was an effort to investigate the variables that affect the empowerment of human resources in organizations. These variables were intelligence, physical strength, skill, knowledge, and motivation. The findings of this study showed that these five variables resulted in development and empowerment of human resources and they were important factors which play a significant role in development and survival of organizations, especially in competitive markets.

Performance Evaluation and Ranking of Customs Using Data Envelopment Analysis (DEA)

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This study was an attempt to evaluate the performance of customs in the country and to rank them using the technique of Data Envelopment Analysis (DEA). This study also tried to identify the most efficient customs in 2013. Therefore, it was an applied descriptive research that used the existing data in 2013 to rank and evaluate the performance of customs using the customs entry and exit models. To achieve the objectives of this research, first of all, the entries and exits were obtained taking help of experts and specialists in this issue to evaluate the performance of customs and then statistical data of 102 customs were gathered. The statistical software of GAMS2223.4 was used for analyzing the data. The results of the implementation of CCR model for 102 customs in two aspects of entry and exit demonstrated that only 10 customs out of 102 (i.e., approximately 10%) were efficient. In addition, the findings from the application of BCC model on the same number of customs in two aspects of entry and exit indicated that 15 customs were efficient. At last, Anderson Peterson Model and Crossover Model were used for ranking the customs; therefore, they were finally ranked according to their efficiency.

The Advantages and Challenges of Creating and Strengthening New Brands: A Case Study of Poultry Products of South Khorasan

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Competitive advantage in modern world is not achievable only through dependence on functional features of goods and services; however, in this era, brand is the most important distinctive feature of every company. Brands, especially highly valuable ones, can be considered as the most valuable and influential capital of organizations. However, despite the importance of the value of brands, there has been a small attention in marketing studies to the creation of special value of brands. At the moment, 70 thousand tons of chicken and other poultry products are made in South Khorasan, and considering the fact that South Khorasan has competitive advantage in some poultry products such as ostrich and quail meat, and also regarding the exports of meat and chicken from the customs of this province for the value of 6 million dollars in 2014, the importance of creating brands with high competitive powers in Middle East seems necessary. Therefore, through investigation of the present conditions of existing brands, this study was a field research that tried to deal with the strategies to create new brands and improve existing ones.

Cash Management through Financial Instruments and Resource Attraction in the Banking System of the Elected Islamic Countries

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In the past, a limited number of financial institutions in Islamic countries were seen to follow the rules of Islamic banking and they carried out their activities with regard to the rules of Sharia. With the emergence of interest free banking law in Iran which was approved in 1983 and implemented in 1984, a major transformation began in Islamic countries in the field of Islamic banking activities. The administrative templates among the countries that have chosen the practices of Islamic banking are partly different due to the territorial patterns and habits of consumers and this has led to several models of Islamic banking in different countries. Therefore, examining the Islamic banking approaches, financial instruments and Islamic banking services, and using the experiences of other Muslim countries would have an important role in the development and expansion of Islamic banking and in the evolution of Iran's banking system. Hence, in this paper, approaches, methods, and monetary and fiscal tools related to the mobilization and allocation of financial resources in the banking system of the elected countries were studied.

The Relationship between the Demographical Factors and the Productivity Performance of Sport Assistants based on ACHIVE Model: A Case Study of Iran Universities

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The present study aimed to investigate the relationship between the demographical factors and the productivity performance of sport assistants based on ACHIVE model in Iran universities. A descriptive correlation design was employed in this study. For collecting data, ACHIVE questionnaire was used to assess the assistants' productivity. The statistical population of the study consisted of 66 women's sport assistants of Iran universities which were selected through Cochran formula. To test the hypothesis, Kolmogorov-Smirnovtest, Pearson correlation coefficient, Spearman correlation coefficient, and Independent samples t-test were used. The findings of the study showed that there was no significant relationship between the demographical factors such as age, education, and job experience and productivity performance of women's sport assistants. It further revealed that the relationship between the participants' marital status and the productivity performance of women's sport assistants was significantly different. Besides, it indicated that the demographical factors were essential in increasing their job satisfaction, productivity performance, and organizational commitment of assistants in the organizations. The implications of the study are discussed and suggestions for further research are given.

Operational Analysis of Various Investments from Technical Reserves in the Pasargad Insurance Company

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Basically, in financial markets, investors look to invest in institutions and companies that provide optimal efficiency in accordance with market risk and operational risk. Therefore, for better understanding and performance appraisal these companies require the use of risk-based criteria or income. Generally, these criteria compare the efficiency of a managed portfolio in a certain period of time with the output of portfolio which is selected as a base. In the current study, the sharp criteria that is one of the methods of performance appraisal based on risk adjustment with two criteria including the simple measure of the average return and standard deviation of returns was examined to compare it with the market portfolio, evaluate the past performance of investments of Pasargad insurance company, and to create the appropriate feedback of investments in this financial institution. To this end, by selecting a five-year period from 2009 till 2013, the annual information of 32 investee companies in portfolio of the Pasargad insurance company was gathered. The research hypotheses were examined with nonparametric statistical methods, namely the Kruskal-Wallis test, Mann-Whitney test, and Spearman correlation coefficient. The findings revealed that among the three groups there were significant differences between their performance, and companies listed on the stock exchange were more successful from the vantage point of average returns and sharp criteria. Besides, there were significant differences among the market performance and the three groups. Also, the market performance in both above mentioned criteria was always better than other groups. In addition, in the mentioned period there was a significant positive relationship among the ranking categories of groups and these two criteria.

The Analysis of the Theoretical and Research Foundations of Human Resources Empowerment in Organizations

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In the current dynamic and evolving world that continually changes and we witness extensive developments in all fields, the role of human resources empowerment to increase the commitment, efficacy and improve the quality of their work is highlighted and it shows the need to facilitate the empowerment process. Employees' empowerment is an important management tool which can help to benefit from the human capital of organizations and to provide the areas of efficiency and effectiveness of the organization. However, employee empowerment is subject to certain factors that should be considered in decision-making. The research was a descriptive and analytic study and it aimed to examine the theoretical foundations of employees' empowerment. Finally, some suggestions are provided to design and implement better programs for the empowerment of the organizations.

A Comparative Study of Social Responsibility in Public and Private Banks

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Social responsibility is an economical approach which honors ethics, employees, community, and environment and it is a complete guideline that is capable of improving the competitive status of organizations. On one hand, obeying the institutional demands results in formation of social support and ensures the survival of the organization. The aim of the present study was to study the five dimensions of social reliability of organization and state and private banks. The current study was an applied research adopting a survey method and a researcher-made questionnaire was created for evaluating social reliability in organizations. Six banks were selected randomly and 540 questionnaires were distributed and a total of 490 returns were received. The results demonstrated that private banks had a better performance in the five dimensions of social reliability in comparison with state counterparts.

The Effects of Entrepreneurial Business Environment on the Entrepreneurial Spirit and the Development of Information Technology

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The beginning of technological progress attributes to entrepreneurs and tech entrepreneurs. Entrepreneurs have special features including insight, audacity, initiative, commitment, perseverance, independent thinking, motivation, success, and idealism. Most of them have a special interest in a particular technology and they have high motivational skills and dominant personality. Successful entrepreneurs that have taste of market represent high retention power. For the development of the talents and capacities of entrepreneurs, a talented and entrepreneurial environment is required. In other words, a favorable business environment is of great importance. For this reason, the business environment and its assessment are considered by international organizations including the World Bank and indicators are also provided to evaluate and calculate it. For a few years, this issue is highly attracted by the country's politicians and legislature's authority, namely Majlis Research center and ministry of labour and social affairs. The present study was aimed to investigate the business environment of the country. Then the fifth development plan of economic, social, cultural, and general policies of employment is discussed and finally, its role in the emergence of two major world revolutions, namely "industrial revolution" and "Information Technology" are explained.

Impact of the Internet and Web 2.0 on Customer Relationship Marketing (CRM), Supply Chain Management (SCM), and Marketing

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The advent of information technology and Internet has imposed major changes in the businesses processes. Large part of operational decisions in supply chain management is being affected by customer relationship management and information and it is based on the customers' demands. Electronic supply chain management with the help of e-commerce and information technology could have an enormous impact on the industries of industrial countries and increase profitability and bring customer satisfaction. Social media as the most important communication tools of cyberspace have influenced the world of business and marketing. Social networks are not only important in terms of access to individuals, but also it is of critical importance to obtain valuable information about the willingness and unwillingness toward goods and various products. The face of an organization is determined by its online presence. Online benchmarks offer the opportunity to ensure that you're always moving forward. The aim of this paper was to study the effect of the Internet on some of the pillars of business and create new concepts of marketing such as Web 2.0, electronic supply chain management (e-SCM), electronic customer relationship management (e-CRM), and marketing.

Analyzing the Impact of Information Technology on Organizational Structure and the Structure of the Labor Force

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The impact of information technology on organizational structure and the structure of labor force tends to be the application of science in the field of technical and practical skills and it transfers natural resources, capital, and human resources to goods and services. Technology can be considered as a combination of hardware and software. Computer software has three components and information technology is an important component that has attracted the attention of many countries in the last two decades. In the present age, information as a ground and a powerful tool can have economical, social, cultural, and political influences. Following this, the present study aimed to analyze the impact of information technology on organizational structure and the structure of the labor force, business structure, and organizational structure of technology.

Individual and Organizational Elements Affecting the Managers' Ambidexterity

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Organizations can use ambidexterity as a response to market needs, competitive environment, and demand changes. Moreover, ambidexterity has an important role in competitiveness of a firm. To date, there is a limited number of research on factors influencing ambidextrous behavior. In this article, a related but somewhat different work has been done which are a combination and an extent of previous researches on barely analyzed individual ambidexterity. This article presented associated hypotheses of the effects of individual and organizational factors found in the literature on managers' ambidextrous behavior. We have tested our hypotheses on managers of different hierarchical levels. The findings indicated that there were positive and significant relationships between manager's decision-making authority and managers' ambidextrous behavior whereas there were negative and significant relationships between formalization of tasks and managers' ambidextrous behavior. The findings also showed a positive relationship between participation of cross-functional interfaces and its connectedness to other organization members with managers' ambidextrous behavior. Our findings also revealed that there were positive relationships between prior work experience and behavioral competency profile and managers' ambidextrous behavior. Furthermore, it was reported that a positive interaction between individual prior work and competency profile affected the managers' ambidextrous behavior.

Factors Affecting the Management of Open Innovation in Kazakhstan

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Innovation - the most risky and complex business development tool. However, this tool is an important part of public administration. Without government support in all sectors of the economy it is difficult to succeed. The concept of open innovation is a step in the development of innovative management, opening up new opportunities to increase the effectiveness of innovation for companies. It is therefore necessary to recognize how companies make the transition from closed to open innovation, that is, to develop methodological tools of innovation of the company based on open innovation.

Interrelationship between Macroeconomic Variables and Financial Uncertainty in Iran

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Gross domestic product (GDP) and its growth rate are the most important performance indicators of macroeconomic and achieving high economic production is considered as one of the main goals of any economic system. Therefore, examining the factors that affect economic production is of critical importance and is one of the important issues in macroeconomics. Macroeconomic conditions and government and central bank interferences in the economy along with the business cycles that shape in the context of the global economy can stimulate profitability of the companies and individual recipients of loans and affect the total facility and banking loans. In such circumstances, estimating an appropriate economic model which takes advantage of previous information would lead to the better understanding of the relationship between the banking facilities and the macroeconomic variables. The data was analyzed using vector autoregression (VAR), Johansen and Juselius cointegration practices and impulse response functions (IRF), and variance analysis. According to the fitted model, bank facilities and stock price had a significant positive effect on GPD but financial uncertainty and interest rate had negative effect on production level.

An Investigation into the Energy Consumption of China Steel Industry Suppliers

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Given the importance of energy consumption as one of the main indicators of green supply chain, in the current study this indicator was selected for analyzing the suppliers of steel industry in China. After drawing the supply chain of this industry and calculating their energy consumption using input-output analysis we compared them. It was concluded that in two-level supply chain of China steel industry one-fourth of all consumed energy refers to its suppliers and only three-fourth of it belongs to steel industry. The obtained results can be used in other industries and countries like Iran.

A New Approach for Evaluation, Development, and Prioritization of Business Models

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From a strategic look, business model can be considered as an organizational strategy for creating and delivering value proposition and earning revenue in exchange for it. So knowing the current status of the business model and its evaluation and also the development and prioritization of developed business models are of crucial importance. The present study aimed to provide a new approach to evaluate, develop, and prioritize the business models. To this end, position ranking matrix, strategic action, and quantitative strategic planning matrix (QSPM) came into use and a business in social networks was analyzed as a case study.

The Effect of Brand Equity and Innovation Capacity on Customers' Loyalty

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The present study was conducted to investigate the effect of brand equity and innovation capacity on customers' loyalty. The study was an applied research and it was carried out through a survey method using questionnaire as the main instrument. The population for the study consisted of all employees of Melli bank branches in Ardabil and since their number was unlimited, the random sampling method was used. To determine the sample size, Morgan table came into use and the sample size was determined 384 according to this table. The data was analyzed and the findings indicated that brand equity and innovation capacity had positive impact on customers' loyalty.

The Impact of Tourism Destination Advertising on Tourism Loyalty

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Tourism as a lucrative industry has been considered by managers to develop areas. Tourist entry requires creating loyalty amongst tourists who go to a destination and strengthen the brand and the view of others to that destination. The tourists' recommendations to others are mainly on the basis of their loyalty and their willingness to return to their desired destination. Advertising is one of the complementary and affective tools in tourists' loyalty that consequently leads to tourism attraction. Tourists' loyalty can be measured in different ways such as their return to that place, recommending to others, and reducing destination complaints and each of these components is affected by advertisement. Studies on loyalty highlighted that advertising should be targeted on perception and the way of its formation among tourists. Each aspects of tourism advertising, namely colour, type of advertising, advertising tool, and the nature and content of advertising should be planned and implemented with special purpose which centered on the formation of a positive perception of the destination, so that it can have a positive impact on tourists' loyalty. For the future studies, it is recommended to take action in advertisement segmenting according to various aspects of tourists' loyalty to achieve flexible results and give more ability of controlling to administrators.

Comparing the Organizational Commitment and Stable and Unstable Management in High Schools in Ardabil

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The purpose of this study was to compare the organizational commitment and stable and unstable management in secondary schools in Ardabil. The research was a descriptive study and the population consisted of all high schools in Ardabil in the academic year 2014-2015. There were 109 schools of which 50 schools were chosen using purposive sampling. Data collection was conducted through library and field study. Data was analyzed by descriptive and inferential statistics methods and in the inferential analysis of data independent t-test was used. The findings showed that there was significant difference between the organizational commitment and stable and unstable management.

Identification, Examination, and Prioritizing Effective Factors in Selection of Advertising Media in Home Appliance Industry: A Case Study of Mashhad City

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This study was an effort to investigate the effective advertisements in home appliance industry. In this research, Mashhad city was chosen as the statistical population of the study to investigate the issue more closely. Therefore, first of all, different methods of advertisement were examined using field and library research and then 19 influential criteria in the effect of advertisement on this special category of products was assessed in Mashhad considering the experts' opinions. After taking the experts' opinions, 10 main criteria were selected using the Multiple-Criteria Decision Analysis (MCDA). Finally, considering the obtained criteria, 10 methods of advertisement were prioritized using Fuzzy TOPSIS method. According to the manufacturers and distributors of home appliances in Mashhad, the findings of the study demonstrated that the television had the most important effect on the attraction of customers. In addition, the effect of every criterion on prioritizing of media was studied separately.

An Investigation into the Relationship between the Leadership Style of Managers and Organizational Learning with the Mediator Role of Social Capital

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The purpose of this study was to assess the relationship between leadership style of managers and organizational learning in the Social Security Organization of Ardebil with the mediator role of social capital. Therefore, this study was a survey regarding the method of research and it was a sectional research considering the amount of time allocated for the study. The statistical population of the study consisted of all staff of the Social Security Organization of Ardebil in 2014; that is, 90 people. Therefore, considering the size of the population, all of the staff was selected as the statistical sample of the study. The standard questionnaires of leadership style, organizational learning, and social capital were used for data gathering. Finally, the statistical software of SPSS was used to analyze the data and the Pearson correlation coefficient and regression were used to test the hypotheses.

An Analysis of the Queue System in Imam Khomeini Hospital of Behshahr

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The purpose of this study was to investigate the queue system in Imam Khomeini Hospital of Behshahr. Therefore, Arena Simulation Software version 14 was used to accomplish the objectives of this study. The simplified form of mathematical relationships for queue system was also used for the validation of simulated model. During the process of this study, firstly, the required data for the implementation of the system were gathered through field research and using the data existing in the hospital archive. Then, it was tried to find any kind of probability distribution for the gathered data. After that, these data were used as the input for simulation and mathematical calculations. Finally, for the presentation of an effective method to help management decisions to organize the resources of the hospital more efficiently, there was a short analysis of the output.

An Explanation of the Role of Social Responsibility in Achieving World Class Economic Agencies: A Case Study of Iranian Airports Holding Company

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Nowadays, organizations have more responsibilities than mere making profit and they have to be committed to economical, legal, moral, and humanitarian responsibilities. On the other hand, social responsibility supports the dominant culture, community, and economy in every society and it can be a tool for changing the values and performances of every organization. Global view to market and the relations between organizations and customers in world class level emphasize the necessity for competition in international markets and adaption to environmental changes. As a result, the purpose of this study was to investigate the role of social responsibility in getting world class economic agencies. To achieve the objective of the study, 314 personnel were randomly selected from the population of 3000 personnel of Iranian Airports Specialized Holding Company. The required data were gathered using researcher-made questionnaire and the software of SPSS 22 and LISREL 8.08 were used to analyze the data through Pearson product-moment correlation coefficient. The findings of the study demonstrated that there was a significant relationship between social responsibility and achieving world class airports with a ρ value of $<.01$. The results also showed that the greatest impact on this relationship was produced because of strategic dimensions of the company.

The Effects of Organizational Culture on Knowledge Management based on Denison Model

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In the 21st century, organizations always face the changes; therefore, they need to know how to learn and how to manage this learning to be able to be more efficient in competitive markets. Knowledge management is one of the ways to improve survival conditions of organizations and it can be performed successfully in organizations only if appropriate cultural context is prepared for it. Many studies show that these two factors, namely organizational culture and knowledge management are necessary factors in prioritizing the activities of managers and the survival of organizations is guaranteed through the development of efficient strategies in the field of knowledge and culture and the development of strong organizational culture. Therefore, considering the importance of issue, after having a review of the related literature, this study used Danison model for assessing different dimensions of organizational culture and it also used Conrad and Newman model for the investigation into the dimensions of knowledge management. Then, the relationship between these two factors was explained and finally, some suggestions were presented for the development of organizational culture and successful implementation of knowledge management in organizations.

An Investigation into the Modifying Role of Organizational Justice in the Relationship between Transformational Leadership and Working Life Quality of the Personnel of Ministry of Health and Medical Education: A Case Study of Qaem Hospital of Mashhad

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This study was an effort to investigate the modifying role of organizational justice in the relationship between transformational leadership and the quality of working life of the personnel in Qaem Hospital of Mashhad. Therefore, the statistical population of study consisted of all 775 personnel of Qaem hospital. Using Cochran sampling technique and simple random selection, 275 personnel were selected randomly from the population. The findings showed that transformational leadership in organizations had a positive effect on the quality of working life of the personnel and their organizational citizenship behavior, and this role was modified by the organizational justice understood by the personnel. In addition, it was demonstrated that the quality of working life and organizational citizenship behavior of the personnel had a positive effect on their job involvement.

An Investigation into the Relationship between Business Intelligence and Productivity of Principals in Shahrekord Private Schools

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The purpose of this study was to investigate the relationship between business intelligence and its components and productivity of principals in Shahrekord private schools. Therefore, this study was a field and library research of descriptive and analytical type. The statistical population of the study was all principals in Shahrekord private schools and a sample of 80 principals was selected from this population. To achieve the objectives of this study, Albrecht's questionnaire of business intelligence and the questionnaire of productivity were used for data gathering and Pearson correlation coefficient and stepwise multiple regression were used for analyzing the data. The findings of study demonstrated that according to Pearson correlation coefficient there was a positive and significant relationship between all components of business intelligence and productivity.

An Investigation into the Relationship between Strategic Management and the Increase of Productions in Markazi Province Industries

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The production sector in Iran has not developed fully and thoroughly because of lack of management system, strategic plans, and appropriate and efficient marketing and business. Therefore, in many cases, although the goods and services produced in Iran have high qualities and sometimes higher than global standards, they have not been able to achieve their proper positions in international markets because of lack of efficient management and advertisement systems in foreign exchanges. All of these are the problems that the production system is faced with due to the lack of strategic research of markets and strategic planning. Therefore, this study was an effort to investigate the relationship between strategic decisions and the increase of productions in Markazi province industries using the data gathered from the master personnel and managers of Imam Khomeini Oil Refinery of Shazand. The independent variables of this study consisted of development, implementation, and assessment of strategic planning, and the increase of production was the dependent variable of study. Questionnaire was used for gathering the data and SPSS statistical software was used for analyzing the data. The results demonstrated that among all components of strategic management, the development of strategic management had the greatest effect on the increase of production with a coefficient of .90, and the other components, namely implementation and assessment, had respectively the second and third effect on the increase of production with coefficients of .85 and .77.

An Investigation into the Relationship between On-time Accounting Information and Liquidity Risk in the Banks Accepted in Tehran Stock Exchange

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This study investigated the relationship between on-time accounting information and liquidity risk in the banks accepted in the Tehran Stock Exchange. Therefore, this study was an applied research which had all banks accepted in Tehran Stock Exchange as its statistical population. Among these banks, 13 banks were selected as the sample of the study and they were studied according to their financial statements of a period of 4 years. Multivariate linear regression was used for testing the hypotheses of study. The findings demonstrated that there was a direct significant relationship between on-time accounting information and liquidity risk. These results emphasize the importance of the on-time financial information.

Team Learning in Organizations: From Theory to Practice

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Nowadays, it is widely believed that team-based environments provide some opportunities for their staff to learn from their more experienced colleagues and also help others through cooperation and sharing their knowledge. One of the expected effects of team work is stimulation of team learning so that it is thought that teams can be efficient factors for learning and team learning and group mind is considered as one of the characteristics of effective working groups. The organizations that facilitate learning are more able to deal with environmental challenges. These organizations emphasize a mixture of behavioral dimensions such as open communication, discussion, team work, and empowerment and participation in decision-making which result in the efficacy of the organization. In this study, a model was presented for team work that emphasized the processes inside the team and considered learning as a process for creating knowledge. It was also discussed that these factors could result in improvement of organizational performance and comprehensive understanding of team learning, education of team, learning through obtaining required skills, and taking some norms to realize effective team work.

The Importance of Ethics in Marketing and Identifying its Main Elements in Iran's Advertising Industry

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Nowadays, ethical issues are of paramount importance in business. Past research has demonstrated that enterprises which observe ethical principles have a higher average benefit compared to companies which are negligent of this consequential issue. Ethical marketing is one of the most debated issues. This is also true of our Islamic society the goal of which is reaching human comfort and growth. The present paper aimed to investigate the importance attached to ethics in marketing which helps to create an amicable relationship and trust between practitioners in advertisement industry and customers. There are many aspects to ethical marketing among which this paper targets five variables of honesty, justice, responsibility, secret keeping, and commitment as the most important marketing variables and provides implications for organizations supervising advertising.

Brand and Color: Color Function and its Impact on Branding

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Nowadays, brand and color of a product have great importance in its sale. Accordingly, awareness of brand identity and its dimensions is an indispensable part of business. The word brand which is often used by advertisers and marketers connotes use of visual media to convey a message to the customer through shapes and colors. Branding is used as a means to distinguish the product from other similar competing products based on quality as well as creating an image of fidelity in the minds of customers. Color is the first visual factor of the product that the customer notices and remembers. Shape, symbols, figures, words, and letters are in the next ranks. When one sees a color, some chemical reactions happen in the brain which ultimately lead to emotional reactions and create a feeling in the mind. Literature shows that the color of a product influences the customer's buying decisions, for example 75 percent of pencils sold in America are yellow. Many popular brands rely on color as a key factor in getting immediately known. Therefore, psychology of colors is one of the most important factors in marketing and plays a pivotal role in persuading the customers. Each color has a different meaning and creates a specific feeling in customers. Some factors affecting the branding of a color are the logo design, gender, age, culture, and level of education. For instance, colors which are popular among males are very different from those popular among females. Accordingly, choosing red as the color of a product requires a high risk. If applied wisely, colors are reminders of specific products. This is also true of football teams which introduce themselves through colors. Another example is Coca cola Company that has used red to introduce its signature. The current research is a qualitative cross-sectional one and attempts to explicate the issue of psychology of colors and its place in branding. The results indicated that color has a role in branding and increases sales of a product. Additionally, contrasting colors affect the competition among products.

The Role of Non-governmental Organizations (NGO) in Urban Management: A Case Study of Gonbad Sabz

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Cemetery architecture, as a subsidiary of architecture has long been important across societies. Due to the importance of historical buildings, greater attention should be paid to conserving them. The current research examined assigning the responsibility of conservation of Gonbad Sabz of Mashhad to non-governmental organizations (NGO). Therefore, the paper assumed that the cultural heritage organization and governor office were by themselves unable to guarantee the conservation and control the historical works. The present research was a cross-sectional one and was performed on the basis of library sources. In the light of the results, fundamental changes are required in voluntary NGOs in an attempt to conserve historical works. Weaknesses in managerial and cultural structures necessitate opening up further space for such voluntary organizations.

The Impact of Brand on the Process of Creating Customer Value in Keshavarzi Bank: A Case Study of Tehran Branches

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Brand and the process of creating customer value are of great importance in business. The current paper aimed at investigating the impact of brand on creating customer value in Keshavarzi bank of Tehran. The study was an experimental research in which some hypotheses are tested. The research methodology was cross-sectional and the instrument utilized is researcher-made questionnaire. The questionnaire composed of two parts, the first of which included demographic information (5 questions), and the second part consisted of 26 questions. Validity of the questionnaire was checked through eliciting the comments of some knowledgeable faculty members in this regard. To determine the reliability of the questionnaire, Cronbach's alpha at confidence level of 95% was obtained. To accomplish this, first, the questionnaire was piloted on a random sample of 25 individuals and the reliability of .85 was obtained. Results of Pearson test at significance level of .000 and confidence level of 99% showed that there was a direct positive relationship between brand awareness and the process of creating customer value ($r = .73$). In addition, the results of Friedman test indicated that brand image, brand awareness, and loyalty were respectively the most important components in the process of creating customer value. Furthermore, regression tests revealed that brand awareness and brand loyalty significantly affected the creating customer value in Keshavarzi bank but brand image at significance level of .000 had no such impact.

Power Assessment of Fuzzy Network Analysis to Evaluate the Results of the Balanced Scorecard in Gas Company of Hormozgan

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Measuring organizational performance is a complex process and performance is a multi-dimensional phenomenon, the components of which might be separate from managerial or even contrasting priorities. Management in health safety and environment not only has several dimensions, but also gives a spectrum of decision-making indexes to managers. Network analysis methodology gives the decision maker the chance to create a network rather than a hierarchy. This also makes it possible to analyze the internal relationships of elements. Ultimately, the obtained results in equal scorecards for each index or activity are examined with regard to feasibility and prioritization after analyses in fuzzy network. Scorecard is a powerful managerial means to control management through an analysis model and sets a strategic logic between current activities and long-term success. This network is a basis for developing an expert legal fuzzy system and through such a network one can determine the impact of every project on performance indexes of the organization. The output of this system can be a major input to organizational decision-makings.

Curriculum and Creativity

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Creative people are important to every society. It seems that educational system is the most important place to create and train creative thinking since the ultimate purpose of education is to enable individuals to have logical and creative thought. If creative curriculums are applied, students will be able to reach maximum efficiency in their lessons and apply this creativity to their personal lives, too. Educational systems must plan to develop creativity of young people and convey it to students in form of educational content. If creativity is paid enough attention to in planning and compiling texts of different academic (school) courses, we will have creative adults in the future.

Organizational Learning and its Patterns

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Organizational learning and learning organizations are terms which have been used by great scholars for decades. A learning organization is a skilled and creative organization which grabs knowledge and transfers it across the organization, improves its behavior, and uses past experiences to decide about what to do and what not to do. It accomplishes this through creation and extension of knowledge as well as new and common insights. The current paper examined the issues of organizational learning and features and patterns of learning organizations.

The Relationship between Emotional Intelligence and Withdrawal Behavior of Staff in State Tax Administration of Ardabil

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The present paper aimed to study the relationship between emotional intelligence and withdrawal behavior of staff in state tax administration of Ardabil. Several analyses were performed for the purpose of the study. Descriptive statistics were used for demographic studies such as age, gender, and marital status; Pearson test and multivariate regression tests were performed to analyze correlations; and Kolmogorov-Smirnov test was used to determine the normal distribution of variables. The research population composed of 300 staff members, 169 of whom were selected as research sample on the basis of Morgan's table. The research instruments utilized were withdrawal behavior questionnaire as well as Shearing's emotional intelligence questionnaire which composed of five variables of self-awareness, self-control, motivation, empathy, and social skills. The results indicated that there was a significant negative relationship between emotional intelligence and withdrawal behavior of personnel. The relationship between each of emotional intelligence factors and withdrawal behavior was also significant.

**Identification and Prioritization of Factors Affecting
Service Quality in Medical Diagnostic Laboratories
Using Multi-criteria Decision-making Technique
(DEMATEL Technique):
A Case Study of Social Security of Medical Diagnostic
Laboratories in Alborz Province**

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Obtaining customer satisfaction is one of the primary goals in any organization. Consequently, understanding the needs and wants of customers is a top priority in classification of organizational activities. Given the importance of service quality, service evaluation is an operation that arises in this context which aims at measuring the service quality and is of paramount importance. This study investigated the quality of diagnostic laboratory services in Alborz based on Kang and James' model. To accomplish this, the questionnaire was used as the main data collection tool and the population consisted of all patients who referred to the medical diagnostic center in Alborz province. Overall, there were 270 medical diagnostic laboratories in Alborz province among which 110 laboratories were public and the remainder was private. To conduct the study, 210 patients were randomly selected from different laboratories and the collected data were analyzed using structural equation modeling (SEM). The results showed that the patients were satisfied with all aspects of laboratory services and the presented model was confirmed. Rankings using DEMATEL techniques showed that priority factors affecting the quality of service were responsiveness, reliability, empathy, facilities, assurance, timeliness, and quality of the results in laboratory services.

Suggesting a Customer Relationship Management (CRM) Model in Medical Universities

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Increasing development of science and technology in the world has brought complex and strong competition for the stability in the economy and politics. In today's competitive world, the organizations would be successful that could give more value to the customers and this would force organizations to choose the appropriate approach to respond customers. In recent years, the use of customer relationship management (CRM) has been developed as a way to find customers using specific and effective method. CRM is an issue that is raised on topics related to business but the use of it to optimize the provision of services including educational services could also be beneficial. In the present study, after introducing the general concepts, it was aimed to investigate the use of CRM technologies and implement the processes of such systems with medical universities.

A Critic Review of Scientific Management Theory on the basis of Nahjolbalaghe

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Management science is as old as human life and in general, it can be said that the art and science of guiding and coordinating the efforts of people and using these efforts to achieve the goals of the organization is called management. The study was a descriptive and analytical study and it aimed to have a critic review of scientific management theory on the basis of Nahjolbalaghe. To this end, after providing some definitions of management, scientific management (Taylorism) was discussed and due to the existing challenges in this management style and its lack of success at long-term, the need to return to Nahjolbalaghe is expressed. In this regard, the reasons for rejection of Taylorism are reviewed and solutions to the challenges from the perspective of Nahjolbalaghe are presented.

Relationship between Organizational Culture and Employees' Productivity in Government Agencies: A Case Study of Tejarat Bank in East Azerbaijan

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The current study was conducted to investigate the relationship between the organizational culture and employees' productivity in government agencies. The population for the study consisted of all employees of Tejarat bank in East Azerbaijan which was equal to 650 people and 242 individuals were selected using simple random sampling. Questionnaire was used as the main instrument and it was distributed after confirming the validity of it by professors and experts. The findings indicated that all components of organizational culture, namely partnership, compatibility, adaptability, and mission had significant relationship with employees' productivity. The regression results also revealed that organizational culture had positive impact on employees' productivity and it was considered as the predictor of employees' productivity. To this end, there was a strong relationship between the organizational culture and productivity and paying serious attention to the issue of organizational culture and its components among employees and government agencies could lead to the productivity and effectiveness of organizations in the country.

The Impact of Sales Promotion Tools on Customers' Loyalty of Commercial Banks and Government-owned Banks

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The aim of the present study was to examine the impact of sales promotion tools on customers' loyalty of commercial banks and government-owned bank in Ardabil. The descriptive statistics used for demographic studies such as gender, age, and marital status and for analyzing the correlation between the dependent variables of research and independent variable, Pearson test came into use. The population for the study consisted of all customers in commercial banks and government-owned banks in Ardabil and 100 individuals were selected as the sample of the study. The data of the study was collected using questionnaire as the main instrument of the study. The results showed that there was a significant relationship between the banks awarding lottery prizes for saving accounts and loyalty programs and the other hypotheses were rejected.

Providing a Competitive Model of Social Network Penetration with the Presence of Two Opposing Ideas

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One of the important problems in social networks analysis refers to the diffusion of idea or innovations on the networks. Influence model is one of the main components of diffusion problems. The current paper aimed to model this problem in such a situation that there were two social change agents which tried to diffuse their desirable information on a given social network. For the first time, the proposed influence model in this paper considered the node's heterogeneity in social networks.

The Relationship between Clinical Risk Management in Hospitals (based on NHS QIS Standard) and Claim Amounts

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Due to the importance of patient safety and increasing trend of legal claims and complaints, the managers of hospitals and medical communities should focus on the role of clinical risk management to improve the quality of treatments and reduce the medical damages claims. This study investigated the relationship between clinical risk management and reduction of the medical damages claims. The study was descriptive correlation research applying the Likert scale questionnaire that distributed among the clinical governance team of Tehran's state hospitals. The sample size was calculated within Cochran formula and using the proportional stratified sampling method. The data was analyzed using SPSS¹⁹ and Smart PLS₃ software. By using Cronbach's alpha, the reliability of the questionnaire was confirmed and structural equation modeling was used to determine fitness of model. Besides, confirmatory factor analysis and one sample t-test came into use to analyze the structure of the questionnaire and the hypotheses, respectively. The findings showed that there was a significant relationship between the clinical risk management (CRM) and number of complaints made against medical section.

Investigating the Effect of Intellectual Capital on Financial Performance in Manufacturing Firms Listed in Tehran Stock Exchange Using Structural Equation Modeling (SEM)

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The main purpose of this research was to investigate the effect of intellectual capital on financial performance including net profit margin, return on sales, earnings per share, Tobin's Q ratio, and market to book ratio of accepted manufacturing firms in Tehran stock exchange during the years 2009-2013. In data analysis, factor analysis used to demonstrate the effectiveness of intellectual capital and its indicators on the financial performance of companies by the use of AMOS software. The results suggested that the efficiency of employed capital had positive significant effect on financial performance; human capital efficiency had positive significant effect on financial performance; structural capital efficiency had no significant effect on financial performance; structural capital efficiency had no significant effect on human capital efficiency; efficiency of employed capital had significant positive effect on human capital efficiency; structural capital efficiency had no significant effect on efficiency of employed capital; and human capital efficiency had positive significant effect on capital employed efficiency.

Identifying Worn out Textures of Ardabil to Reduce the Risks of Natural Disasters (Earthquake)

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Ardabil, due to its geographical location and its exposure to Sabalan Mountain which is a volcanic peak face great vulnerability in countering disasters. Worn out urban texture and nonstandard and marginal settlements in developing countries are at risk of earthquake more than any other urban texture. Another problem of these textures refers to their inadequate and limit access which makes it difficult to provide relief to their residents and in critical conditions could trigger a humanitarian catastrophe. The current research was a descriptive and analytical study and aimed to identify worn out textures of Ardabil to reduce the risks of natural disasters with emphasis on the risk of earthquake. To this end, a number of factors, namely type of materials, the history of buildings, number of floors, type of use, occupancy levels, the quality of buildings, population density, and the space was examined.

A Comparison between Demographic Characteristics and the Color Choice of the Product Purchased by the Application of Artificial Neural Networks

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Competitive markets are growing rapidly and companies in the field of furniture do their best to guarantee customer satisfaction and consequently increase their sales. Nowadays, color as a major visual component in communication has gained a significant application in marketing and is considered to be of prime importance in advertising. The importance of addressing demographic characteristics in a region leads to reduction in costs, fast return on investment, creation of loyal customers, and the growth of market shares for the company. Therefore, the current study performed in East Azerbaijan and Khuzestan provinces is an attempt to address the impacts of demographic characteristics on the color choice of products. In order to attain the objectives in the study, eight hypothetical characteristics have been put forth as affecting the choice of color: climatic characteristics, religion, ethnicity, income, education, age, gender, and marital status. The research method in the current study is “developmental- applied” and the instrument for the collection of data is the use of questionnaire. In the study, the CRISP-DM methodology has been applied. The main algorithm applied in the study is the C5 decision tree and the resultant stream has been analyzed by the use of Clementine 12 software. The findings in the study showed that there is a significant correlation between the color choice of products purchased and climatic characteristics, ethnicity, education, age, gender, and marital status. The point to be considered carefully is that the correlation of color choice with religion and income is not significant.

The Effect of Agile Supply Chain in Food Industry due to the Critical Success Factors

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At the beginning of the twenty-first century, manufacturing organizations experienced major changes in themselves. These changes guide the manufacturing organizations towards new challenges that lack of attention to them increasingly threatens the survival and success of manufacturing organizations. Agile manufacturing has been defined as the ability to survive and prosper in a highly competitive environment with constant and unpredictable changes by quickly and effectively reactions to changes and providing products and services based on customer demand. This paper tried to present different definitions, conceptual models, strategic agility, and then reviewed agile supply chain in the food industry and the critical success factors (CSF). Factors affecting the implementation of agile manufacturing in food industry and effective agile marketing strategies to boost performance were analyzed. Finally, the conceptual model of factors influencing agility in the food industry and the CSF were introduced.

Using System Dynamics Theory for Analyzing Non-distributed Energy due to Electricity Outages

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Electric power distribution system is the final stage in customers' electricity supply chain which always faces the rapid growth and continuous changes of customers' behavior patterns from quantitative and qualitative perspectives. This sector has specific characteristics due to its different social, economic and technological factors. In addition, it possesses a special sensitive function due to its direct interaction with people and authorities as well as its responsiveness to its customers. Nowadays, the main objective of electric power distribution companies is applying methods to reduce non-distributed energy and avoid the hazards. Enough knowledge of geographic location, network facilities status, and statistical information of outages reasons can prevent the most serious problems and power outage and provide a sustainable network of electricity. This paper tried to use a system dynamic theory for analyzing non-distributed energy due to electricity outages and identified and prioritized the effective factors for reducing the power outages in Kerman Electricity Distribution Company.

Investigating the Impact of Sales Advertisements and Promotions in Creating Brand Equity Using Keller's Brand Equity Model (A Case Study of Mobile Phone)

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This study was conducted to explore the impact of sales advertisement and promotions in creating brand equity. Using Keller's brand equity model, the relationship between marketing communication and brand equity dimensions including brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. The statistical population of this study consisted of a group of customers intending to purchase durable mobile phones. The findings revealed that sales advertisements and promotions as marketing communication efforts had different effects on each of Keller's brand equity dimensions. The results also showed that each of Keller's brand equity dimensions including brand salience, brand performance, brand imagery, brand judgments, and brand feelings had a significant positive effect on brand resonance. These dimensions were ranked based on their effectiveness degree on brand resonance including brand feelings, brand salience, brand judgment, brand imagery, and brand performance.

The Study of the Implementation of Connected Vehicle Technology Applications on Safety with ANP Method

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The eminent technologies can have different effects on society. The policy makers, in order to take advantage of technology, analyze its various aspects and based on the results adopt the most appropriate policies. First, we need to study the impact of technology on different fields through employing the effective techniques. This study investigates the safety aspects of connected vehicle technology. To this end, we identified the most effective clusters based on the expert's ideas and using ANP. The results indicated that in case the aim is to enhance the safety, we need to focus on implementing connected vehicle technology. Moreover, the function of each cluster has the most significant effect on implementation of this technology; that is to say that the building blocks and structures of implementation will be provided by implementing the most important function of each of clusters. The result of the study and the implications and suggestions for future research in this field of study is explained in detail.

The Study of the Styles of the Customers' Purchase Decision in Clothing Stores in Tabriz

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The present study aims to determine the styles of decision making methods and buyers' rate with different methods and prioritize the methods of Customers' purchase decision of clothing stores in Tabriz by using Sproles and Kendall's model. The statistical population was 385 subjects according to Cochran formula. Sproles and Kendall's standard questionnaire was used as a tool for collecting data which included 33 questions designed and used as a seven-option Likert scale. The result of the data analysis revealed that 32% of the respondents belonged to modernist, 20% to perfectionism style, 15% to style of sensitive to price, 8% to habit orientated behavior, 6% to tangled in more options, 6% to sensitive to brand style, and 5% belonged to pleasure style. But priority of decision making styles included perfectionism, innovative, sensitive to price, habit orientated behavior, mark orientated, tangled among more options, and habit orientated.

Identification and Prioritization of Effective Factors in Attracting Productive Units to Industrial Estates of East-Azerbaijan

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This research inquires into identifying and determining the effective factors in attracting productive units to industrial estates. The population of the study was the productive units of industrial estates of East Azerbaijan (n = 1600). Three hundred and ten of these units were randomly selected. The data was collected through a research-made questionnaire. The results of the data analysis indicated that the factors could be classified into seven groups, namely political/legal, economical, infrastructure, managerial, environmental, technological, and social-cultural. The results of further data analysis using Friedman test showed that the political/legal was the most significant factor and the social-cultural was the least significant factor in attracting productive units to industrial estates of East Azerbaijan.

Gossip in Organizations: Types, Causes, and Results

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Gossip is a social phenomenon that exists in all societies especially in organizations. Research has shown that people devote approximately 65 per cent of their speaking time to gossiping. The primary purpose of the current research was to investigate the key themes surrounding gossip, its types, causes, and results in organizations. The analysis showed that the gossip was divided into two groups, namely positive and negative ones. It further indicated that people speeded gossip in different environments due to four primary reasons including information, influencing others, friendship or intimacy, and entertainment. These reasons were justified based on David McClelland's human motivation theory. The findings also indicated that different results such as resistance against the change, reducing and increasing employee morale, and cohesion and implementation of the groups were achieved regarding to the type of gossips.

Investigating the Effect of Relationship Marketing Parameters on Loyalty of Banks' Customers

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Intensity of competition in the markets and keeping existing customers for organizations are caused that the organizations gradually move towards keeping their relationship with customers for a long time. According to researchers' view, relationship marketing is the best option for realizing this issue. The present study tried to investigate the effect of relationship marketing parameters including trust, commitment, communication, and conflict management on loyalty of banks' customers. The study was a descriptive research with a survey design. A questionnaire was distributed among 384 customers of a state bank (Melli bank) and a private bank (Saman bank) in Ardabil. Pearson's correlation coefficient came to use to test the hypotheses. The findings revealed that there was a significant relationship between four relationship marketing parameters and the loyalty of banks' customers in state and private banks. The degree of Saman bank's success in absorbing customers was more than Melli bank's achievement.

An Analysis of Factors Affecting Job Satisfaction of Women Employees and Measuring the Women Employees' Job Satisfaction

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Nowadays, economic growth increase women's presence in their workplaces. Job satisfaction is an essential factor that affects societies' and individuals' development and promotion. The purpose of this study was to analyze factors affecting job satisfaction of women employees and measure their job satisfaction. A questionnaire was distributed among women employees to collect data. Friedman's test was used to test the hypotheses. The findings indicated that the greatest proportion of job satisfaction was related to the professional working relationships with colleagues and the lowest proportion was related to information transmission.

The Role of Organizational Culture on Organizational Entrepreneurship

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The present study tried to clarify the role of organizational culture on organizational entrepreneurship. This research systematically reviewed the most recent literature in organizational culture and organizational entrepreneurship. The findings of the study showed that the developing countries must use the opportunity to compete with other countries in order to increase the efficiency and improvement and overcome to instability and variability. This aim could be achieved through applying tactfulness and entrepreneurship of managers in organizations. Organizational entrepreneurship cannot emerge in society without providing entrepreneurial organizational culture. The findings of this study revealed that the presence of entrepreneurial organizational culture has been extremely important for organizations. This paper paved the way for further research.

Major Factors Affecting Educational Policy Formulation and Implementation (Economic, Political, Social, and Cultural)

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Education, one of the most important social institutions, affects aspects of the culture, from economic development to consumer behavior. The current study provided a comprehensive overview of various approaches such as policy-making concepts, affecting factors on education from economic, social, cultural, and political dimensions, pluralistic, elitist, neo-marxist, and network approaches, policy dialogue approach, institutionalism approach, and rotational approach. Attitudes toward the cost of education, gross national product (GNP), gross domestic product (GDP), involving private section in education, economic rate of return to education, community needs (community expectations of education), social demand, people's attitude, and dominant political thought in the society were issues that have been addressed in this paper.

Organizational Structure

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An organization consists of components and set of relationships between these components while a structure as a whole make up a unit. This combination includes the relationship between the organizational elements that forms the philosophy of organizational activities. Organizational structure is the real manifestation of the systematic thought. A systematic approach to optimize organization shows that the organizations combine with soft and hard components. Organizational structure is a method by which organizational activities are formally divided, grouped, organized, and coordinated. Therefore, organizations try to make structures to coordinate the work activities and control members' activities. The present literature investigated various dimensions of the structural relations. The present study firstly defined the structure and then introduced its various dimensions and types of organizational structure. It finally presented a number of structural models and identifying factors of organizational structure.

Ethics in Organizations, Strategies, and Solutions

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Ethics as a set of universal principles present a framework for implementing in society and organizations. Poor ethical system leads to reduction of effectiveness, efficacy, and organizational efficiency and enhancement of damages in organizations. The present study provided a comprehensive review of ethics definitions especially ethics in organizations and the investigation of the ethics in organizations. It finally presented a set of executive strategies and solutions for implementing the ethics standards in organizations and internalizing them.

Investigating the Relationship between Employees' Demographic Characteristics and Quality Measures (A Case Study of Tonekabon Shahid Rajaei Hospital)

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The present study was conducted to investigate the relationship between employees' demographic characteristics of quality measures. The study had a descriptive method and survey design. The statistical population of the study was 225 employees of Tonekabon Shahid Rajaei hospital. Standard checklist of Malcolm Baldrige and interview were used for data collection. The results indicated that there was not a significant relationship between employees' gender and quality measures. Employees with master's degree or higher obtained higher scores rather than other groups and employees with more than 10 to 20 years working experiences received much lower scores than others.

Factors Affecting on Customer Satisfaction in Banks

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The most useful and the most appropriate strategy for the banks is customer orientation. Customer satisfaction can be considered as a distinguishing factor and the best source of sustainable competitive advantage. Competitive advantage creation and its continuity are one of the most important and the most difficult challenges of today's business. Sustainable complete advantage can only be achieved through meeting customers' needs. Satisfaction is a positive feeling that creates in every person after using or receiving goods or services. If the perceived good or service meets the customers' expectations, it would give them a sense of satisfaction in them. This study aimed at investigating the factors affecting on customer satisfaction in banks. The studies revealed that the factors such as good customer relations, employing specialized people in providing banking services, employees' motivation and training, employees accountability, coordination and collaboration between banks, finding the best location for bank branches, right guidance to solve the customers' problems, quick response to competitors, customer base, and the quality of services are the variables which were essential for achieving a high level of customers' satisfaction.

An Investigation into the Relationship between Financial and Non-financial Variables and Productivity Indices in Neyshabur City Hall and its Affiliated Organizations

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The purpose of this study was to investigate into the relationship between financial and non-financial variables and productivity indices in Neyshabur city hall and its affiliated organizations. The statistical sample of study consisted of Neyshabur city hall and its affiliated organizations; namely, motor services, bus services, fire and safety services, taxi services, and parks and green spaces. Therefore, the required data were gathered from these organizations during a period of six years. The independent variables of study consisted of financial variables (i.e., asset turnover ratio, return on investment ratio, and financial leverage ratio) and non-financial variables (i.e., the number of personnel, the expertise of personnel, and the existing facilities and equipments). On the other hand, with an approach to value added, the indices of labor and capital productivity were considered as dependent variables of study. Therefore, first of all, the data were gathered and analyzed from financial statements, attached notes, staffing lists, reports, and official documents. Then using the statistical software of SPSS and the statistical test of regression, all combinations of independent and dependent variable were tested and analyzed. The findings of study demonstrated that the return on investment ratio and financial leverage ratio had a significant relationship with the index of capital productivity. It was also indicated that there was no significant relationships between non-financial variables and the indices of labor and capital productivity.

The Effects of Customer Integration Capability on Performance Considering the Modifying Role of the Complexity of Environment

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In the discussion about the supply chain integration, the linking of internal processes to external suppliers and customers is considered as a necessary prerequisite. Therefore, the present study assessed the effects of customer integration capability on performance with a consideration of the modifying role of the complexity of environment. Therefore, this study was an applied descriptive survey that used questionnaire as the instrument to gather the required data. Thus, after reviewing the related literature, the dependent variable of financial performance and market performance and independent variables of customer integration capability and the modifying role of the complexity of environment were identified for this study. Data gathering was done through a questionnaire of 20 items and based on the answers of top managers of 138 manufacturing companies in industrial town of Rasht. It should be mentioned that all variables had an acceptable reliability. The results of study demonstrated that there was a positive and significant relationship between customer integration capability and performance. In addition, the accuracy of the modifying role of complexity of environment in the relationship between integration capability and performance was confirmed.

An Investigation into the Effects of Organizational Structure on the Efficiency of Human Resources: A Case Study of the Branches of Saman Insurance in Tehran

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With the increase of the activities of organizations, there has been more need for the distribution of activities, devolution of authorities, merging and coordination of new organizational sectors. Nowadays, organizations need to present plans and structures that guarantee the flexibility of organizational boundaries in order to be more successful in the changing competitive environments. They also need to consider the interests of their personnel as their most important capital. Therefore, this study was an effort to investigate the effects of organizational structure on the efficiency of human resources, and it was a survey that included experts and managers of all branches of Saman insurance in Tehran as the population of study. The findings of study demonstrated that, among three factors of formality, complexity, and concentration, the factor of formality had the most effect on efficiency of human resources.

Recognition and Classification of Challenges of the Management of Knowledge-based Companies

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In recent years, the development of knowledge-based companies was one of the effective strategies to implement resistance economy in Iran. These companies have effective roles in employment of people, especially educated people, and the development of country. However, the management of these companies is faced with many challenges, and lack of attention to these challenges can result in complete decline of these companies. Generally, the viewpoint of companies to the management challenges differs according to their structure, nature, field of activity, and many other factors. Therefore, this study was a qualitative research that tried to recognize and classify the management challenges using the data from the interview with managers of knowledge-based companies. The challenges were distinguished into three levels of provincial, national, and international challenges. Then the challenges were codified and the qualitative content analysis was used to classify the challenges. The results showed that the challenges were generally related to the volume of market, the attitude of provincial authorities, and the rivals' knowledge level.

Conceptual Model of Organizational Intelligence

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In this age of communication, information, and knowledge, one of the most important characteristics of developed and dynamic companies is having efficient human resource, so that it is not possible to achieve objectives and compete the rivals without this effective factor. According to the increasing pressure of customers in this information technology age and considering the variety of demands that has actually made this era more customer-centered, organizations need to have professional and efficient human resources to increase the level of efficiency; otherwise, they would be put aside from the cycle of competition. This has caused organizations to pay closer attention to the issue of efficiency. Many factors affect the efficiency of personnel and human resources such as organizational intelligence. Organizational intelligence is like a dynamic window of business which faces the out world; therefore, it can identify the performance of organizations, increase the efficiency, and reveal unknown opportunities (Daft & Richard, 2011). Therefore, the purpose of this study was to present a conceptual model to study the integration of intelligence, different types of intelligence, and organizational intelligence. To obtain this model, the wide literature of these concepts has been studied and different definitions, approaches, and models have been investigated. Review of literature revealed that it was logical to suppose a relationship between intelligence, different types of intelligence, and organizational intelligence, and it was possible to present a conceptual model.

Conceptual Ideas and Cultural Identity in the Management of Urban Advertising

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The issue of environmental advertising consists of a number of factors that are used in city to present a favorable environment to the audience. Its final objective is to affect the audience to create a behavior in them that is sought by the city structure. Therefore, the most important purpose of this article was to introduce different methods of urban management and cultural development during the development of the relationships between image and identity based on the works of virtual artists. Other purposes of this study consisted of recognition and analysis of graphic works based on semiotics and semantic effects of works of art and according to classification tables. In addition, this study tried to enhance the quality of management and improve the visual taste of audiences in addition to presenting a relationship between cultural and urban management in the structure of works of art and the cultural characteristics and social conditions. Therefore, the present study was a library and field research of advertising places. The results of study indicated the effect of the methods of urban and cultural management on urban advertising and its respective effect on the audience.

**The Relationship between Daily and Monthly Trading
Volume of Stocks Market Investors and Iran's Stocks
Market Return from 2011 to 2014
(Distinguishing between Real and Legal Investors)**

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This paper tried to investigate the relationship between daily and monthly trading volume of stocks market investors and Iran's stocks market return to distinguish between real and legal investors from 2011 to 2014. In accordance with the similar studies in other developed countries, there was a significant positive relationship between daily trading volume of stocks market investors and stocks market return and confirmed the mixture of distribution hypothesis (MDH), one-way causality, and the Granger's causality test which revealed that the daily volume of stocks return were useful in predicting daily trading volume. The results also indicated that there was not a significant relationship between monthly trading volume of stocks market investors and stocks market return. Therefore, it can be concluded that long-term investing was a relatively conscious behavior and monthly trading market increased the relative efficiency of stocks market return.

Investigating the Characteristics of Innovation Management Process

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The turbulent world of the third millennium is known as the age of creativity, innovation, and entrepreneurship. In this period, the pace of innovations and inventions in various fields of science, culture, social, technology, and industry is more than any other time in human history. Hence, this age is called by different titles such as information age or knowledge age; the organizations need to generate new ideas and new ways of doing things for their survival. To this end, new thoughts and ideas are blown as a spirit into the organization body and save the organization from vanity. Creativity and innovation are considered as two primary factors for human life and civilization. This paper tried to present some definitions of innovation in order to encourage and institutionalize the creativity and innovation in organizations.

The Relationship between Organizational Identity and Employees' Performance in Guilan Telecommunication Company

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Organizations or companies need to recognize the individual elements of the organizational structure which explain the current status of the company. Organizational identity is one of the most important concepts in management. This paper tried to investigate the relationship between organizational identity and employees' performance based on the five dimensions of organizational identity including the company's image, human resources, senior managers, communications, and strategies. This study was an applied research adapting a descriptive-correlational method and survey design. A questionnaire was distributed among 196 employees of Guilan Telecommunication Company. The reliability of the questionnaire was assessed using Cronbach's alpha. The results of the study showed that there was a significant positive relationship between organizational identity and the employees' performance in Guilan Telecommunication Company. Moreover, it revealed that there was a significant positive relationship between the five dimensions of organizational identity including company's image, human resources, senior managers, communications, and strategies and the employees' performance in Guilan Telecommunication Company.

The Effect of Entrepreneurship on Society Evolvement

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Entrepreneurship is not just an economic event. It is a power that makes public value a valuable resource for society evolvement. Self-evolvement provides a context for establishing one conceivable approach to society evolvement. Local entrepreneurial training programs rely basically on local resources to create new jobs and economic works. These local entrepreneurship works make diversity resources and therefore develop social source evolvement contributing to the economic valence. Society evolvement needs a mixture of resources including natural, economic, human, and institutional capitals. Social capital is a concept lime that holds them together. It is a social connection network which relies on the trust and retaliation norms and works for the mutual benefits. The present paper was conducted to test the relationship between entrepreneurship and society evolvement. The results showed that self-evolvement fosters local entrepreneurial activities and relies basically on local resources to create new jobs and economic activities.

The Impact of Knowledge Sharing on Firms' Performance with the Mediating Role of Intellectual Capital in Companies' of Industrial Estates of Guilan Province

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Today, knowledge sharing and intellectual investment over companies' performances are considered as an essential factor in creating and maintaining a competitive advantage. The performance assessment indicators are necessary in determining the success factor of knowledge management system. The aim of this paper was to investigate the impact of knowledge sharing on firms' performance with the mediating role of intellectual capital companies. A questionnaire was distributed among 270 employees of 256 companies in Guilan Industrial Township which were selected using simple random sampling. The reliability of the questionnaire and its components including knowledge sharing, intellectual investment, financial performance, and operational performance were estimated using Cronbach's alpha. The validity of questionnaire was assessed using exploratory factor analysis. The findings revealed that all variables had significant direct or indirect impact on financial and operational performances of these companies with considering the mediating role of intellectual capital.

The Relationship between Organizational Culture and Establishment of Knowledge Management

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The present study tried to analyze the relationship between organizational culture and establishment of knowledge management in Eghtesad Novin Bank branches of Tehran. This study was an applied research adopting a descriptive-correlational method and survey design. The sample for the study was drawn randomly from all managers and employees of Eghtesad Novin Bank branches in Tehran. Three questionnaires consisted of demographic questionnaire, Denison's organizational culture survey; Neumann and Conrad's knowledge and management standardized questionnaire were distributed among participants. To test hypotheses, Kolmogorov-Smirnov test, Pearson's correlational coefficient, and Friedman's test were used. The findings revealed that there was a relationship between organizational culture and establishment of knowledge management.

Organizational Learning as a Key Role of Organizational Success

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Knowledge is a critical source for various organizations in recent years within competitive context of business. Organizational learning as a strategic tool has been proposed in the field of modern management for gaining competitive advantage and stabilizing organizational success. The aim of learning is not only enhancing employees' knowledge and skills but also developing and growth of the organization and building flexible dynamic learning organization. Given the strategic role of organizational learning in establishing knowledge management and promoting the main goals of organization, the present paper attempted to review the representative literature pertinent to learning, organizational learning, its main objectives, barriers, and benefits. Finally, this study presented a new perspective to today's organizational managers to enhance their organizations' efficiency.

The Effect of Human Resource Management Practices on Individual Employee Performance with Mediating Role of Knowledge Management

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The present study was conducted to survey the effect of human resource management practices on individual employee performance with mediating role of knowledge management. This study had a descriptive-correlational design. The statistical population of the study included 140 employees of Environmental Health engineering department in Alborz. A standardized questionnaire was distributed among participants of the study. Kolmogorov-Smirnov test, Confirmatory Factor Analysis, and Structural Equation Model (SEM) came to use. The results showed that there was a significant relationship between resource management practices on individual employee performance. However, the mediating role of knowledge management in relationship between human resource management practices and individual employee performance was not confirmed.

A Comparative Study of Selected Countries in Iran's Trade Promotion Organization (TPO) with regard to Business Environmental Limitations Using the AHP and TOPSIS

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Foreign direct investment (FDI) as a local financial resource supplement is considered as one source of capital in developed countries. Foreign direct investment and foreign trade are subject to a number of factors such as business environment. Improving the business environment has an important role to play in increasing competitiveness of enterprises and economic growth. Reducing the transaction cost is a factor that influences the economic growth and development of each country. The common economic spaces such as market, enterprises, and economic institutions facilitate the process of transaction by avoiding the cumbersome and controversial rules which reflects the growing size of transactions and economic mobility. This paper reviewed the most recent literature about institutional environment and World Bank and Heritage foundation indicators in evaluating business environment. It further compared the selected countries in Iran's TPO based on their transaction costs by using combined techniques such as AHP and TOPSIS. The results indicated that the security and economic freedom were dominant in the business environment of countries which made transactions faster and easier and had lower transaction costs.

The Impact of Strategic Human Resource Management on Organizational Effectiveness in Educational Organizations

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Today, the organizations need the strategies that can face with the main challenges such as competition, globalization, the constant technology and market changes. Islamic Azad University has allocated the third position in the world regarding to the number of students. Therefore, it should provide an optimum use of its human resource capital in order to achieve its long-term strategies and objectives. A sample consisted of 220 of faculty members of Karaj Islamic Azad University were selected as statistical population using stratified random sampling. Two questionnaires including strategic human resource management practices questionnaire and organizational effectiveness questionnaire were distributed among participants. The results revealed that strategic human resource management had a significant impact on organizational effectiveness in educational organizations. It also indicated that sextet functions of strategic human resource management were connected each other and implementing these functions had a direct positive significant impact on organizational effectiveness in Islamic Azad University.

The Ranking of the Effective Factors in New Product Development (Using ANP Network Analysis Techniques)

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In the past decades, technological and market changes has an extraordinary speed. Focus on the competitive success is considered as one of the company's capabilities in new product development in the current turbulent age. In today's economic world, majority of organizations are looking for the sources of competitive advantage. The process of new product development is a competitive advantage for different manufacturing and service organizations. New product development helps organizations to maintain their competitive monopoly power in the competitive market. This paper tried to introduce and rank the effective factors in new product development in Iran Khodro Company. The management, technological, marketing, organizational, and commercialization success factors were identified as key factors in new product development and then they were ranked by using ANP network analysis techniques in Iran Khodro Company.

The Essential Infrastructures for Successful Outsourcing

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Outsourcing as an important business approach for improving the efficiency in terms of organizational downsizing has attracted a lot of interest in recent years. Today, the organizations take gaint steps in modifying the structure and organizational agility, increasing efficiency, and reducing the costs. The present paper tried to investigate the successful outsourcing from different dimensions in Electricity Distribution Company in Ardabil.

Ranking the Suppliers in Ardabil Electricity Distribution Company

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Today, evaluation, ranking, and selection of organizational suppliers not only are considered as important factors in making profit for organizations but also as an effective factor affecting the product quality, services, and commercial activities. So far, many methods have been proposed and used for supplier evaluation and ranking which each of them has their own advantages and limitations. The researchers and analysts are looking for the ways to reduce these limitations and provide a comprehensive range of performance for suppliers. Therefore, the analysts try to find the measurement and ranking ways of the suppliers' performance and integrate the existing data and all its effects. The present study was conducted to rank the suppliers and specialize the appropriate financial resources in Ardabil Electricity Distribution Company. A questionnaire consisted of 32 criteria were distributed among 40 experts of Ardabil Electricity Distribution Company. Finally, 11 criteria were selected and ranked by using group AHP method and proportional allocation of funds of each of suppliers were determined by using goal programming method (GP).

Investigating the Effect of Cultural Intelligence on Employees' Efficiency (A Case Study of the Head Department of Cultural and Islamic Guidance in Guilan)

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The present study was conducted to investigate the effect of cultural intelligence on employees' efficiency in the head department of Cultural and Islamic Guidance in Guilan. Two questionnaires including cultural intelligence questionnaire (Ang et al., 2004) and productivity questionnaire (Hersey, Blanchard, and Goldsmith, 1980) were distributed among 108 employees of head department of Cultural and Islamic Guidance in Guilan by using simple random sampling. To test hypotheses, a stepwise linear regression was used. The findings revealed that there was a significant relationship between cultural intelligence and its dimensions comprising cognitive, metacognitive, motivational, and behavioral and employees' efficiency in the head department of cultural and Islamic guidance in Guilan.

The Effect of Knowledge Management Strategy (BHATT) on the Schools' Efficiency (By Implementing Self-organized Teams of Teachers)

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Education office needs to create a flexible social space to meet its goals and make a maximum use of human and physical resources. The lack of a competitive environment for schools distorts the schools' efficiency; therefore, it is essential to draw up a framework for schools to increase the competition among schools. To assess the readiness of education office for implementing these factors, it is necessary to investigate teachers' and administrators' attitudes related to these factors. This paper was conducted to assess teachers' attitudes and readiness towards establishing self-organized teams of teachers. To this end, a questionnaire was distributed among participants. The results revealed that the teachers had positive attitudes and readiness towards knowledge management strategy factors.

Business and Information Technology Strategic Alignment in Small and Medium Size Enterprises

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The present study set out to present a conceptual framework of business and information technology strategic alignment in small and medium size enterprises. This analytic study had a descriptive method. This strategic alignment conceptual framework was derived from Henderson and Venkatraman's conceptual framework. Given this fundamental aim, the presented framework provided a basis for future investigations in developing countries especially in Iran with regard to few studies in this area.

Teaching and Learning Strategies

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Today, we cannot neglect the role of education for the future of society. Social cohesion, economic growth, sustainable development, human excellence, peace, and friendship are all concepts related to education; however, school education seems to be inadequate in achieving to these objectives. Therefore, a fundamental rethinking and radical redesign of the structure, content and organizational methods leads to education improvement in a way that an individual is involved more consciously in learning and increases and strengths his commitment and lifelong learning opportunities. This paper tried to present the concepts such as education, upbringing, learning especially lifelong learning, opportunities, and teaching-learning strategies. It further discussed some strategies that can be effective in deepening and developing of lifelong learning in the educational system.

Investigating the Alignment of Organizational Culture and Structure and Business Strategies: A Case Study in Tax Affairs Organization in East Azerbaijan

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This study was conducted to investigate the alignment of organizational culture and structure and business strategies. A standardized questionnaire was distributed among managers and employees of Tax Affairs organization in East Azerbaijan. To test hypotheses, Pearson's correlation coefficient, regression, and reference points matrix were used. The results indicated there was a significant alignment between organizational culture and organizational structure and business strategies in Tax Affairs organization in East Azerbaijan. It also defined the changes in business strategies based on organizational culture and structure.

The Impact of Talent Management on Employees' Attitudes with Mediating Role of Psychological Contracts

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Talent management is defined as an integrated set of human resource practices, policies, and systems helps to discover, develop, evaluate, implement, and retain talents. Therefore, the awareness of the impact of talent management on employees' attitudes can help managers to guide their employees to achieve the best outputs. The present study set out to survey the impact of talent management on employees' attitudes. This study had a descriptive-correlational design. A talent management questionnaire was distributed among 219 employees of MAPNA companies. The findings of the study indicated that there was a significant relationship between talent management and employees' attitudes including their perceptions of organizational justice, organizational trust, and emotional commitment.

The Relationship between the Use of Information Communications Technology and Organizational Learning (A Case Study of Female School Principals in Ardabil)

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The present study tried to investigate the relationship between the use of information communications technology and organizational learning. This study was an applied research adapting a descriptive-correlational method and survey design. Two questionnaires including a researcher-made information communication technology questionnaire and an organizational learning questionnaire were distributed among 138 female school principals in Ardabil in 2nd district by using a simple random sampling. The face and content validity of questionnaires were confirmed by panel of experts. The reliability of questionnaires was assessed by using Cronbach's alpha. To test the hypotheses, Pearson's correlation coefficient came to use. The results showed that there was a significant positive relationship between the use of information communications technology and organizational learning from female school principals' perspectives in Ardabil in 2nd district.

Presenting a Model for Assessment of Near Field Communication (NFC) Technology in Mobile Electronic Payments

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In the last few years, electronic micro-payment via mobile phones has been provided in Iran and many other countries. NFC technology is a standard-based wireless communication technology that allows data to be exchanged over a distance of a few centimeters. It is taken into consideration by financial institutions and payment service providers for mobile micro-payment electronic payment services. The beneficiary organizations require some backgrounds such as management readiness for successful application of this technology. The present study was conducted to present a model for assessment of NFC technology and its various applications for successful implementation of this technology in organizations that want to use it in their mobile electronic payments and then ranked them using analytical hierarchy. From experts' perspectives organizational, technological, environmental, and humanistic factors regarding the use of NFC technology should be taken into account as the most important factors. Out of 18 known factors, the most important factors for successful implementation of NFC technology were the security agent and protecting individuals' privacy.

Venture Capital and Government Incentives with reference to the Turkey Experience

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This paper involved a general framework and the most remarkable characteristics of Venture Capital (VC). It aims to discuss the concept, forms, importance and objectives of venture capital with an indication of what policy options are open to the government to facilitate venture capital with reference to Turkey experience. The paper has also adopted the descriptive analysis method to determine the rules and benefits of VC from developed countries experience. Finally, the paper explored a set of conditions and policies need to support the success of government incentives for venture capital in the developing countries especially in Turkey.

An Introductory Outlook on Cultural Background of Governance Style and Quality in Turkey

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The term governance was re-minted as recently as the 1990s by economists and political scientists, and disseminated by institutions such as the UN, IMF and World Bank. It relates to "the processes of interaction and decision-making among the actors involved in a collective problem. There are different governance perspectives for different aims. Corporate governance, among others such as Public governance, consists of the set of processes, customs, policies, laws and institutions affecting the way people direct administer or control a corporation. Corporate governance is occupying more and more place in corporate agenda. Because of its nature, financial crises occur in capitalist system. Therefore, there has always been a search for better governance. Corporate governance especially may play an important role for the developing world, which needs capital inflows through ongoing financial globalization process. But this inflow based on sound corporate governance heavily. Turkey is one of the most highlighted emerging economies. In practice, many shortcomings occur in corporate governance compliance, as in Turkey. Turkey is not on the expected point neither for himself nor for foreign capital. In this study, it is aimed to go further than current literature did towards cultural and historical roots which have potentially big impact on the present understanding and compliance of corporate governance in Turkey. The main tool adopted for this aim is closing the gap between respectable studies on the cultural roots of economic landscape of Turkey and studies on corporate governance in Turkey. This paper is presented to share first impressions of this effort. It has been observed that, academics and policy makers related to corporate governance should pay more attention to this connection, because there is a scientific treasury on cultural background here which is precious to shape and improve corporate governance atmosphere in Turkey. The footprints of current insufficiency in corporate governance, can be observed in past, via these respectable studies.

Groups of Instrumental and Terminal Values as Individual Value Systems

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Whether the more and more organisations all over the world see the human based management as only possibility to be or stay sustainable, they also need appropriate management tool for that. Values based management is one of the answers. Therefore, the importance of values in management is rising again. In 1982 Milton Rokeach created his world- famous list of instrumental and terminal values and many of researchers and managers all over the world have used his methodology. Anyway, the world and society are changed and also general values and their types are changed. The aim of our article is to find out how and which terminal values groups are connected to instrumental values groups. In other word - whether the certain terminal values predict the peoples instrumental values and oppositely. Our study also indicated some additional terminal and instrumental values, which are originally not named in Rokeach list, but are in correlation to Rokeach's values. Whether the terminal values are quite stable over time, the instrumental values may change, which gives organisations chance to design its value system, where values are shared and in the centre of every task and decision. We used Rokeach's values list and open questions to study, which values dominate in organisations nowadays and we found, that some terminal and instrumental values correlate positively and some values correlate also to organisations' characteristics (language, field, size etc) and form certain value groups or systems. Our results help better to design organisational value system and use values in management.

The Mist of the Cloud: An Investigation of Cloud Computing Challenges in Tourism Industry based on Scenario Planning Approach

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Cloud computing as an emergent technology with its transformational nature is going to create pervasive impact on businesses and enterprises globally. In spite of several benefits, the implementation of cloud computing, especially in developing countries like Iran, due to the requirements of the technology implementation, imposes some challenges. This study investigates the potential challenges and opportunities of cloud computing in Tourism industry in Iran. Following scenario based planning approach, as an ideal method for future studies; this paper presents influencing factors on cloud acceptance and usage based on technology acceptance model (TAM) and aims to investigate alternative futures of cloud computing in tourism industry. In this regard, ease of use, security and privacy, cost and expenses, usefulness, availability and access, top management support, and government (policies and regulations) were recognized as main factors. Different alternative status of the identified factors and their interactions resulted in probable, plausible and preferred futures as an output of Scenario Wizard software. Each scenario and challenges of alternative futures were discussed in detail as a framework for policymaking.

An Overview on Talent Management in Nursing

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Talent management has attracted increasing attention from academics and practitioners in recent years, but there are a number of gaps for further theoretical and empirical development. The present paper aims to contribute to the literature on talent management in nursing by developing a clear and concise definition of talent management and offering an in-depth review of the talent concept. Furthermore, we distinguish two main approaches of talent management: exclusive and inclusive talent management. Then, this paper examines the different characteristics of indicators of talent management in health care system particularly in recruiting nurses. The analysis of the findings of studies conducted to date indicates that leading indicators for nurses have not developed. Therefore, managers of health centers need to specify route of nurses' career and future positions from the beginning to get optimal individual and organizational output.

The Euro Crisis: Mainly the Eurozone Governance is Responsible

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The paper deals with some experiences as gathered from our research in the area of the European Integration within the EU in general and with the current handling of the ongoing global economic and financial crisis in particular. That in addition to various other negative impacts on the Internal market of the EU has brought with itself also a direct threat to the very existence of its common currency Euro and the entire Eurozone and finally also the EU itself. The paper in more details presents some of the main reasons for these negative development and impact on Euro. It analyses some of the hectic and unsystematic reactions and measures as taken by the EU institutions in order to save its common currency from a total collapse and/or its splitting into two “sub-currencies” as a stronger north and weaker south Euro currencies, Eurozone extra “government”, etc. That all after the decade long total ignorance of the Maastricht Treaty and its convergence criteria for the common currency. If its criteria have been observed strictly by all Euro zone members including of course also by Germany and France and/or otherwise all being penalized including those latter ones by the EU institutions there would be no such a deep crisis of Euro as it has been going on for already more than seven years.