The Process Model of Services Commercialization in the Knowledge-based Companies in Information and Communication Technology Industry

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Abstract
Nowadays, science and technology have vital role in the growth and development of countries. The purpose of this study is presenting a process model of service commercialization in the chosen companies. Accordingly, we used case study methodology. First, by using non-random convenience sampling method, three companies, providing knowledge based services in the ICT industry in Qom and Tehran province, were selected. The data were collected conducting a deep interview with seven managers of this industry. Then, by using thematic analysis, the data were analyzed and the results were extracted. Finally, the process model of services commercialization in the knowledge-based companies in ICT industry was presented. The main steps of the model are marketing research (needs analysis), idea screening, analyzing and financing, providing and training human resources, designing and implementing marketing and advertising strategies, comprehensive production feasibility, production & testing & improvement & upgrading, quality control, obtaining licenses and standards, designing and implementing pricing & sales & distribution strategies.

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Identification of Organizational Silence Factors in the Faculty Members of Universities of Iran: A Qualitative Study

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Abstract

Nowadays, the authorities of educational and research organizations increasingly have focused on the value of human resources because of ever-increasing environmental challenges and competition climate among counterparts. Nevertheless, the overwhelming phenomenon of organizational silence, which is equivalent to intended self-censorship of staff, is considered as a barrier to use these sources. But despite the importance of this phenomenon in organizations, comprehensive studies regarding this issue, especially the study of factors affecting the silence in cultural and educational organizations, have not been carried out in Iran. The aim of this study was identifying the factors of organizational silence among academic members. In this regard, we employed a qualitative method. We used target sampling method, and in order to grab data, deep interview was conducted. The codes were extracted from the interviews and were analyzed by the MAXQUDA software. Results showed that organizational and intra-organizational, individual, and administrative factors are the main factors of organizational silence in faculty members of the universities, and organizational factors category is the most frequent one. This research has applied goals and its findings will help us to decrease silence and its destructive effects and increase the optimal use of human resources in organizations. Also, the findings will help in solving the basic problems of society, which is the main mission of each university, to be done at the best.

Keywords

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Relationship between Ethical Intelligence and Organizational Citizen Behavior
(Case Study: Aboureihan Campus of Tehran University)

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Abstract
The purpose of this study was to investigate the relationship between ethical intelligence and organizational citizenship behavior among staff and faculty members of ABIURIHAN campus of Tehran University using a correlation-descriptive research method. The statistical population in this study is all staff and faculty members of ABIURIHAN campus of Tehran University, which according to the latest statistics and information, are 230 members (163 staff and 67 professors). We used stratified sampling method. 144 people were selected as samples. In order to measure the variables used in the research, two questionnaires of ethical intelligence Lennick and Kiel(2005) and organizational citizenship behavior questionnaire of Podsakov et al. (1990) were used. The content validity of the questionnaires has been approved by the experts. The reliability of the questionnaires based on Cronbach's alpha coefficient was $0/86$ for moral intelligence and $0/89$ for organizational citizenship behavior, respectively. For analyzing, descriptive statistics and inferential statistics (Pearson correlation) were used. Findings of the research showed that moral intelligence and all its components (integrity, compassion, responsibility and passage) have a positive and significant relationship with organizational citizenship behavior.

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Identifying Intra-Organizational Factors Affecting Attracting Investment in Time Deposits And Provide Appropriate Solutions
(Case Study: Pasargad Bank In Qom Province)

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Abstract

The purpose of this study is to identify and prioritize intra-organizational factors affecting attracting time capital deposits in Pasargad Bank. In terms of aim, this is an applied study while it is a descriptive – survey in terms of conducting and data gathering. In the second step, a questionnaire was devised based on identified factors. Research statistical population consists of all customers of Pasargad Bank in Qom Province. Since statistical population is indefinite, 204 individuals were selected as statistical sample by using unlimited sampling method with 95% of confidence level. Finally, 196 questionnaires were gathered. To determine the validity, the questionnaire was handed in management professors and after inserting their opinions, its validity was confirmed. To compute reliability ratio, Chronbach's alpha was calculated. The obtained ratio was 0.814. Deductive statistics was used to analyze the data. In deductive statistics section, Kolmogorov-Smirnov Test, , Freedman Test, and single community statistical average were utilized. Data analysis shows that all recognized factors are significant as affecting factors on attracting time capital deposits and their priority order is paid profit, diversity of services, employees' skills, propaganda, and the number of branches.

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A Study of the Relationship of Local Model for Emotional Intelligence and Marketing Effectiveness in the Managers of Industrial Chemical Suppliers in Isfahan Province

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Abstract

Research strongly supports the fact that emotional intelligence improves the performance of managers and employees by influencing their attitudes. For this reason, this study was conducted with the aim of investigating the relationship between the emotional intelligence and marketing effectiveness. To this end, a questionnaire was designed to measure the variables and once the target validity and reliability of questionnaire was established, it was distributed among the managers comprising the statistical population. The present research is applied in terms of data collection. To investigate the relationship between emotional intelligence and marketing effectiveness, Pearson test was used. The findings indicated that of the dimensions of this local model, the emotional intelligence and its various dimensions were positively and significantly correlated with marketing effectiveness. Of the various dimensions of local model for emotional intelligence, other dimensions such as "controlling others", "self-awareness", and "forgiveness" were on a higher level of relationship than other factors. The findings indicated that in the targeted population, the dimensions of the local model for emotional intelligence was positively, directly, and significantly related with marketing effectiveness.

Keywords

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The Effect of Perceived Social Value on Super Ego Performance in Guilan Technical & Vocational Organization

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Abstract

Nowadays, super ego performance is an extra-role behavior in two dimensions including consciousness oriented performance to their organization (commitment) and co- workers. It is a vital variable to increase organizational performance in current organizations. The purpose of this study was to investigate the effect of perceived social value on super ego performance in Guilan technical & vocational organization. This study is an applied research and in terms of method it is a descriptive and correlation research. A questionnaire was developed in order to gather data. The respondents of this research were 231 employees of Guilan technical & vocational organization who were selected by simple stratified sampling (Quota) method. Spss19 and Smart-pls-2 software were used in order to analyze the data. The findings suggest perceived social value has a positive effect on super ego performance (β=0/54). Also the results showed that perceived social value has positive effects on super ego performance dimensions including consciousness oriented performance to their organization(β=0/51) and consciousness oriented performance to co-workers (β=0/44).

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Investigating the Relationship between Perceived Educational Equity of Students with Their Academic Performance

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Abstract

Educational justice is a term used to describe the role of justice, which is directly related to classroom interactions. The present study aimed to investigate the relationship between perceived educational justice and academic performance of students. After reviewing the background and theoretical foundations, the issue revealed that organizational justice has three dimensions (distributive justice, procedural justice, and intercourse justice). The three types of justice were used to investigate educational justice. The research type was applied in terms of purpose and descriptive-survey method. A questionnaire was designed for collecting information. The Cronbach's alpha (0.82) was obtained. The statistical population of the study consisted of students of educational sciences of Mazandaran University with 110 students. According to Morgan table, 85 subjects were selected as sample. For data analysis, regression analysis was used. The results of the study showed that distribution justice with a mean of 4.14, procedural justice with a mean of 3.66, and interactional justice mean of 3.85 predict the students' educational performance. Also, the results showed that there was a significant and positive relationship between educational justice and its dimensions with academic performance of students.

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Galactic Model: A New Cultural Metaphor
(Case of Muhammad Rasulullah Research Tower of Shiraz University of Medical Science)

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Abstract

Organizational culture is one of the most controversial issues in organizational theory and however, researchers attempt to precisely define culture, but in understanding the nature of this phenomenon are faced with many problems. Accordingly, this research aims to design an organizational culture model to improve understanding of this complicated and complex issue. This study is a blend research; its method is heuristic and in terms of the purpose is developmental and applied. For the purposes of this study, researchers chose pragmatism as an appropriate philosophical & paradigmatic basis. Then, the researchers examined the extensive review from available and appropriate domestic and foreign literature and extracted 60 cultural dimensions from those. Then, to achieve the unity cognition along with multiplicity of this existing knowledge, the researchers relied on the features of this concept, set its dimensions in a conceptual-metaphorical model called "Galactic model". To achieve this, these dimensions have been prioritized by a focus group who were handled by managers of Mohammad Rasulullah Research Tower. In order to assess the content validity of the model, 20 cultural experts' opinions were used and to assess its reliability Kappa indicator was used. This model can reduce theoretical differences that exist among cultural theoreticians.

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