

## Modeling the Network Policymaking in the Tourism in Iran

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### Abstract

Tourism is an industry that contains high level of mutual interdependencies and creating cooperative relationships like networks in it is a managerial requirement more than it is desirable. Since the improvement of the policy-making process in the field of tourism is one of the important factors in the development of this industry, this article seeks to design and validate the appropriate model of network policy in the field of tourism. To achieve this goal, the present study was conducted with an applied and mixed approach the research instrument was interview in the qualitative section, and questionnaire in the quantitative section. The analysis of the data in the qualitative section was done through thematic analysis and in the quantitative part through structural equation modeling. After designing the conceptual framework, a questionnaire was distributed among 245 experts and managers of the Cultural Heritage, Handicrafts and Tourism Organization of Iran. Reliability of the questionnaire was verified using Cronbach's alpha and construct reliability (CR), and its validity was confirmed by content validity and convergent validity (AVE) methods. Finally, 54 items were identified in three structural, behavioral and context fields.

### Keywords

Tourism policy cycle, Tourism policy making, Tourism policy Network, Policy outcomes.

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## The Study of Relationship between Perceived Organizational Reputation and Turnover Intention with the Mediation of Job Satisfaction

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### Abstract

Employee's perception of organization's behavior with them and their surrounding environment shapes organization reputation or organization image on employee's mind. This image has a considerable effect on employee's behavior and satisfaction. Therefore, this study focuses on the relationship between employee-perceived reputation and turnover intention with mediating role of job satisfaction. This study is an applied research and used correlational-descriptive method. Questionnaire was used to collect data. This research was conducted in one of the Iranian oil company. The statistical sample of the study was 202 employees. Analysis of the collected data by Lisrel software showed that employee-perceived reputation and employee job satisfaction can explain high percentage of turnover intention behavior. Also the effect of job satisfaction as mediating variable was confirmed.

### Keywords

Employee benefit, Job satisfaction, Social responsibility, Perceived organizational reputation, Turnover intention.

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## Investigating the Role of Organizational Justice on Employee's Corruption Tendency in the Organization

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### Abstract

Corruption is a part of problems that any organization experience that in their lifetime inevitably. Organizational justice is the one of most important variables that contributes to the incidence of corruption. Accordingly, the aim of this paper is to investigate the impact of different dimensions of organizational justice on corruption in the organization. To achieve the aim of study in this paper, after reviewing the literature of investigate the various theories of organizational justice and corruption in the organization, How to influence organizational trust on staff with a tendency to corrupt the system perspective tried to take into consideration. The methodology was descriptive and statistical population included managers and experts of the manufacturing companies in East Azarbaijan province which were studied on graduate school in the first semester of academic year 93-94 in the East Azarbaijan's Industrial Management Organization. In order to collect data in this study used a questionnaire that distributed among the population after determine their validity and reliability. The results of this study show that distributive justice and procedural justice can directly contribute to the tendency of people to corruption in organization.

### Keywords

Corruption, Distributive justice, Interactional justice, Organizational justice, Procedural justice.

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## Turnover Intention Antecedents (A study in a Public Hospital)

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### Abstract

Human resources are the most important organizational capital and competitive advantage. So reducing their turnover rate is critical for organization to stay in competition scene and achieve higher levels of performance. The purpose of this study is to investigate the influence of organizational identity, perceived organizational support, job engagement and affective commitment on turnover intention. Data obtained from 250 employees of a public hospital in Mazandaran Province. Measuring models examined and hypotheses tested using SPSS22 and Lisrel8.8 softwares and statistical techniques including confirmatory factor analysis and structural equation modeling. Results showed that organizational identity has a significant positive impact on job engagement and affective commitment. Perceived organizational support has a significant positive impact on job engagement and a significant negative impact on turnover intention. Job engagement has a significant positive impact on affective commitment and a significant negative impact on turnover intention. Moreover, impact of affective commitment on turnover intention is rejected.

### Keywords

Affective commitment, Job engagement, Organizational identity, Organizational support, Turnover intention.

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## Pathology of Organizational Culture and Identifying its' Change Requirements at Isfahan Regional Electric Company

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### Abstract

In the modern complicated world Providing a collection an efficient organization depends on several factors. organizational culture has a special status among these factors. This study Aims to do a critical pathology on the dominant culture, determining desirable culture. This survey was conducted using descriptive-field method. The statistical population included all employees who have B.A or M.A educational certificate. Two hundred and ten employees were selected as the sample size using stratified sampling method proportional to nature of work and education level of employees. Cameron and Queen's standard questionnaire was used for data collection. The findings revealed that there is a deep gap between current culture and the desirable one. The current culture in Isfahan Regional Electric Company has a high tendency towards hierarchy culture while employees believe that clan culture is the desirable culture considering the existing conditions and obligations to realize purposes of the company.

### Keywords

The competing values framework, Clan Culture, Hierarchy Culture, Adhocracy Culture, Market Culture.

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## Studying the Effect of Employees' Perceived Organizational Health on Organizational Citizenship Behavior

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### Abstract

The purpose of this study was to examine the effect of organizational perceived organizational employees on organizational citizenship behavior with mediation of job burnout and organizational commitment. The statistical population of the research is full-time staff of the General Directorate of Telecommunication of Qom Province, using a questionnaire tool for collecting data. To determine the reliability of the questionnaire, the alpha-channel quota was calculated for all questions above 0.79. Also, the validity of questionnaire was confirmed by questionnaires. For sampling, simple random sampling method was used. The Cochran formula was used to determine the sample size in this research, which has collected 171 questionnaires with a return rate of 74%. The collected data were analyzed using SPSS16 and AMOS20 using structural equation model. Finally, the results of path analysis showed that the independent organizational health variable had a significant and reverse effect on the mediator of job burnout and had a significant direct effect with the mediating variable of organizational commitment. Also Job burnout with two variables of organizational commitment and organizational behavior has a significant reverse relationship, and organizational commitment has a significant direct effect on organizational citizenship behavior. Finally, the independent variable of organizational health has a significant and direct effect on the dependent variable of organizational behavior.

### Keywords

Burnout, Organizational citizenship behavior, Organizational commitment, Organizational health.

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## The Effects of Transfer Mechanisms of Knowledge on Performing the Transfer, through Cooperative Competency, in Tehran Educational Organizations

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### Abstract

The aim of the present study is examining transfer mechanisms effects on knowledge transfer performance through the cooperative competency mediate factor. Transfer mechanisms include replication and adaptation, and cooperative competency includes trust, communication, and coordination. This is an applied research based on the aim and a correlational research based on the data collection method. Three hypotheses about transfer mechanisms, cooperative competency, and knowledge transfer performance relations were selected by selecting 52 transfer knowledge samples from educational organizations in Tehran. The sampling method was accidental and the data were collected by questionnaire. The data have been also analyzed by SPSS and Amos software. The findings indicate that transfer mechanisms are straightly related to cooperative competency, and cooperative competency is straightly related to knowledge transfer performance. So developing transfer mechanisms and cooperative competency may develop knowledge transfer performance. The results of Sobel test and bootstrap analysis support the mediating role of cooperative competency, as well.

### Keywords

Transfer mechanisms, Cooperative competency, Performing Knowledge transfer.

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## Studying of the Mediating Role of Organizational Virtue in the Relationship between Psychological Well-being and Employee Loyalty (The Case: Agricultural Bank of Yazd Province)

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### Abstract

The purpose of this study was to investigate the relationship between psychological well-being and employee loyalty with an emphasis on organizational virtue. The present study is in terms of applied purpose and in terms of how to collecting data a descriptive-correlative. The study statistical population consisted of 364 personnel from the formal employees of the Agricultural Bank of Yazd. The statistical sample was determined 185 by Morgan table that used classification method, proportional to the number of employees at each branch. In order to test the research hypotheses, structural equation modeling was performed. The results show that the relationship between psychological well-being and organizational virtue is more connected than other relationships, in such one grade change in psychological well-being, creating 0/537 of changes in organizational virtue. The intensity of the relationship between organizational virtue and Employee loyalty is equal to 0/308. The direct and indirect relationship between psychological well-being and employee loyalty are 0/274 and 0/165.

### Keywords

Employee loyalty, Organizational virtue, Psychological well-being.

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## The Survey of the Effect of Strategic Intelligence on Human Capital, Structural Capital and Relational Capital in Insurance Industry

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### Abstract

The aim of this article was including two parts. First, the survey of the effect of strategic intelligence on Human capital, Structural capital and relational capital and second was the identification the important dimension of Human capital, Structural capital and relational capital in khorramabad insurance industry. The research objective was applied and the research type was correlational survey. The statistical population was made up of over of firms and factory that work in Lorestan industrial estates. People the sample size was 140 employees were obtained using random sampling - stratification. The validity of questionnaire was proved using content validity method and their reliability using Cronbach's alpha. In this article to test hypothesis and conceptual model structural equation MODELING approach and Amos 18 software were used. The results show that strategic intelligence has effect on Human capital, Structural capital and relational capital in khorramabad insurance industry. Also the results identified the important dimension of strategic intelligence, Human capital, Structural capital and relational capital in khorramabad insurance industry.

### Keywords

Human capital, Insurance industry, Relational capital, Structural capital, Strategic intelligence.

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## Assessment and Prioritization of Hospitals of Esfahan, Using SERVQUAL and a Combination Approach

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### Abstract

One of the growing trends in service strategy is surveying the quality of service that enables favorable ratings of different service providers for the purpose of customer satisfaction. Institutionalization of quality affects reusing of customers. The purpose of this research is ranking hospitals of Isfahan, based on service quality with a combination approach VIKOR/AHP. For this purpose, by using the dimensions of service quality, patients' opinions were asked and by AHP approach these dimensions were weighted. Then the hospitals were ranked using these dimensions and their importance by VIKOR decision making technique. The findings of this study is initially weighting service quality dimensions based on their importance, which the dimensions of tangibles, reliability, responsiveness, assurance and empathy were identified as more influential in the ranking of hospitals. This study was conducted in three large hospitals of Isfahan, but can be extended to all hospitals of Isfahan.

### Keywords

Customer expectations, Service Quality, Service.

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## A System Dynamic Model for Effectiveness on the Broadcasting Viewers and Their Satisfaction and Loyalty (The Case: IRIB Education Channel)

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### Abstract

Today television is one of the most important tools for leisure humans and this has increased the Influence of this media in determining the attitude and lifestyle of people. Entry and expanding the use of satellite receivers in Iran have been caused a serious competitive atmosphere between broadcasting and cross-border networks and the necessity and importance of planning to increase the quality of programs for broadcasting executives have confirmed. The purpose of this study is providing a model for increase efficiency on television viewers and gain their satisfaction and loyalty. For this purpose, the system dynamics approach for analyzing dynamic and complex feedback systems has been used to achieve a comprehensive model for television broadcasting. By running the model obtained under different scenarios on one of these channels (IRIB Education Channel) we have analyzed the impact of different policies for the future success of the channel. The results show that policies to increase the competitiveness and integration of ancillary programs alongside the original network approach can increase network efficiency and attractiveness and the level of satisfaction and loyalty of its viewers. Also it prevents loss of audience and gradually caused growing number of them.

### Keywords

Obedient Silence, Defensive silence, Organization agility, Organizational silence, Type friendly silence.

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