



Evaluation of relation in the social wealth and occupational priority with organizational effectiveness in agricultural bank of Kerman

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Abstract: The purpose of this research is to evaluate the social wealth and occupational priority relation with organizational effectiveness in Kerman's agricultural bank. The present study is the descriptive and correlational method and the statistical population includes all the staff of agricultural bank of Kerman for about 428 people that are determined by the use of Morgan table to 202 people. In this research, three questionnaires of social wealth with the validity of 0.92 and stability of 0.909 and the organizational effectiveness with validity of 0.92 and stability of 0.89 and questionnaire of occupational priority with validity of 0.83 and stability of 0.95 are used. The collected information is analyzed by the use of SPSS 20 software and the Spearman-Kendall correlation coefficient. The research results showed that there is relation between the social wealth and occupational priority of staffs with the organizational effectiveness. Also there is relation between the social wealth and occupational priority, so it is advised that the organizational social wealth to be improved by authorities through the correspondences strengthening and social network and group cooperation in the organization and special targets to be defined and allowed to gain the new skill and knowledge.

Key terms: social wealth, occupational priority, organizational effectiveness

INTRODUCTION

Today banks are one of the important organizations that have the main role in the economical growth and development in our country. Bank includes a series of economical activities which make credits and the payments and transference of amounts are facilitated by them (Kim, 2011: 204). Banks could attract customers and take their satisfaction by investment and wealth compression and use them in the producing fields which play the important role in the countries' economical growth and fulfillment of this target is obtained through the client satisfaction taking and organizational effectiveness (Gallant, 2006). 134. The organizational effectiveness is considered an important issue both in the theoretical and practical view and regardless of long research in the field of organizational effectiveness, rarely there is the possibility that we could compare different studies about the organizational effectiveness, because few number of these studies have used the common criteria to determine the effectiveness and effectiveness is regarded as realization label on many of organizational phenomenon from a wide view (Sadeghi & Mohtashemi, 2010: 390). An organization is effective when its activities and results are observable and its activities are equal to the organizational targets or more than it. The organizational effectiveness includes a degree or amount of organizational movement toward the intended targets (Deft, 2009: 74). Robins (2007) in the definition of organizational effectiveness paid attention to the tools and process facilities and also the results are

considered too. The organizational effectiveness is the condition that the intended organization used the sources in the limit degree and it is capable of achieving determined criteria.

On the other hand, the movement completion path from the industrial society toward the knowledge society has been described by the fast growth of invisible properties and social activities compared to the visible sources. Social wealth is one of the problems in the invisible properties that are categorized by the global bank beside the management and mental wealth. The social wealth is the combination of present norms in the social system that leads to increase of member cooperation level development in the society and it causes the diminution of exchanges cost level (Salanova, 2005: 1230). In other words, this concept points out to the relation between the network members as the valuable source that causes target fulfillments by creation of norms and mutual confidence. Today the social wealth has the most important role in the physical wealth in the organization and the group and social relation and solidification between human, organizations and humans with organizations and organization with organizations. In the social wealth absence, other wealth loses its effectiveness and without the social wealth it will be difficult to pass the development paths and economical and cultural completion (Bigger, 2003: 108).

Strengthening the social wealth in the organization leads to the visible and invisible linkage reinforcement in the society and the cooperation sense and social confidence is increased. The social wealth is also attempts to return the wealth to the social contexts to solve the social issues through the individuals' behavior analysis and there is no solution but the reference to the social relation role in the individual and social behaviors' determination (Colman, 1998: 97). The reason of attention and interest in many researchers to develop the social wealth is due to the relation between the social wealth levels and the obtained social results. The social wealth avoids the individualism; in other words, the organizational essence includes the social wealth that leads the social reaction and organized cooperation between people and develops the organizational culture. In this extent, the social wealth is the proper tool by which the organizational effectiveness is developed. The organizational wealth supports the organization in the way of achieving a perfect performance toward the improvement, strengthening and improvement of learning in the organization. Organizations in which the social wealth is high compared to organizations with lower social wealth, have had more capability in learning, (Filed translated by Qhafary, 2007: 55). (Rahmany & Kavusy, 2008: 35). In their research, they showed that the presence of social wealth in the organization leads to effectiveness and organizational efficiency and reverse. Also Givariayn and Dindar (2011) concluded in a research that there is relation between the social wealth and teachers' effectiveness in the training system organization.

The occupational priority is one of the important tools in the staff motivation to produce the effective and efficient results and create positive working environment and successful operation of predicted programs (Bessel et al., 2002: 266). In other words, the priority is the factor that forces the live creature to different activities and spends energy in different levels. Actually, the motivations are the internal individual forces that force him to special activity clearly; the motivation is inclined to the target due its effect in the behavior. In other words, motivation is the target concentrated behaviors and the targets are out of people (Moqhim, 1998: 329). As Morhed and Gerifin (translated by Alvanie & Memarzadeh, 2007:167) declared, the staff occupational priority direction leads to the organization's general effectiveness. Human is regarded as one of the important factor in the organizational progress factor. The industrial and organizational psychologists have evaluated the important structures in the psychological influence on the effectiveness in order to increase the staff implementation and efficiency.

One of the occupational positive views and also the organizational and individuals' proper performance is the occupational priority and the occupational priority is the concept that has positive relation with phenomenons as the occupational performance and organizational civil behaviors strengthening job satisfaction. The

occupational priority points out to the energy rate and dependency to the job and it has three aspects of absorption.², vigor.³ and dedication.⁴ (Khuie, 2014: 37). The absorption also points out to the concentration and the attraction to the job. In this mode due to the person's involvement in the job, the working experience becomes pleasant for him, people are ready to pay the cost to be located in such condition. In the power dimension, the individual has put effort considerably toward the job performance and he has put pressure in difficult conditions. Staff that have the high power are motivated due to their working and when the problem occurs and discrepancies rose between individuals, they exhibit more resistance from themselves. The third dimension is the devotion of self to the working that is identified by the intensive involvement to the job mentally and it is the combination of religious feeling, challenge and interest. This dimension has many common features with the job involvement.⁵ and it is attributed to the degree of person in which he is dependent to his job mentally (Farid, 2009: 292). Based on this important basis, the researcher tries to respond to this question whether there is any relation between the social wealth and occupational priority of staff with the organizational effectiveness in the agricultural bank branches of Kerman?

The research methodology

The present research is the descriptive type in which the correlation is used; the research statistical society includes all the staff of Kerman agricultural bank which are about 428 people and the sample volume is determined by the Morgan table to 202 individuals. In this research, three questionnaires were used. Social wealth prepared by Nahapit and Gushal (1998) that includes 17 items of relational, realization and structural with validity of 0.92 and stability of 0.909. The organizational effectiveness questionnaire with 30 questions was applied based on the Cishour and Ouchaman's model (2001) with the organizational internal criterions, organizational culture, organizational atmosphere, organizational relation and decision making and reward with validity of 0.92 and stability of 0.89 and the questionnaire of occupational priority prepared by Amababil et al. (1994) and which includes 30 items with the internal motivation criterions (self-determination, competency, the duty performance and curiosity, the joy and interest) and external motivation (competition, evaluation, realization, money and other tangible motivators and being forced by others) with the validity of 0.83 and stability of 0.95 have been used. The gathered data was analyzed by the SPSS 20 software by the correlation.

2-absorption 3-vigor 4-dedication 5-job involvement

Coefficient of Kendall-Spearman. The results of descriptive statistics and research variables conditions are presented in the table 1.

Table 1: the amplitude distribution, descriptive statistics and the social wealth condition, the occupational priority and organizational effectiveness

Variable condition	Amplitude	Percentage	Average	Criterion deviation	Skewness	Expansion	Score domain
Social wealth	high	14	6/9	3/26	0/756	-0/634	0/783
	low	26	12/9				
	middle	93	46/0				
	high	43	21/3				
	Very high	26	12/9				
Occupational priority	Very low	3	1/5	3/33	0/602	-0/795	0/753
	low	16	7/9				
	middle	102	50/5				
	high	71	35/1				
	Very high	10	5/0				
Organizational effectiveness	Very low	4	2/0	3/33	0/705	-0/287	0/398
	low	23	11/4				
	middle	94	46/5				
	high	50	24/8				
	Very high	31	15/3				

Data analysis shows that the correlation coefficient of Spearman-Kendall test between two variables of social wealth and the organizational effectiveness is orderly equal to 0.195 and 0.273, and between two variables of staffs wealth realization and organizational effectiveness is orderly equal to 0.142 and 0.201 and the staffs structural wealth and organizational effectiveness is orderly equal to 0.152 and 0.211, it is equal to 0.150 and 0.203 orderly for the staffs relational wealth and organizational effectiveness orderly and the meaningfulness rate was lower than 0.001 and smaller than the 0.05 meaningful level, so in this level the H0 hypothesis that means the lack of relation is rejected and as the result there is meaningful relation between the social wealth and its criterions (wealth realization, structural wealth and relational wealth) with the organizational effectiveness in the agricultural bank branches in Kerman.

Table 2: The Spearman-Kendall test statistics related to the social wealth relation (wealth realization, structural wealth and relational wealth) of staffs with organizational effectiveness

Variable	Organizational effectiveness			
Test	Kendall	Meanin gfulness	spearman	Meaningf ulness
Social wealth	0/195	0/001	0/273	0/001
Wealth realization	0/142	0/005	0/201	0/004
Structural wealth	0/152	0/003	0/211	0/003
Relational wealth	0/150	0/003	0/203	0/004

The data analysis showed that the Kendall correlation coefficient between the job priority and organizational effectiveness is orderly between 0.182 and 0.260 and between the staffs internal motivations and organizational effectiveness is orderly equal to 0.168 and 0.245 and between the staffs external motivations and organizational effectiveness is orderly equal to 0.127 and 0.178 with the meaningful rate of P lower than 0.001 and they are smaller than the meaningful level of 0.05, so in this level the H0 hypothesis that is the lack of relation is rejected and as the result there is meaningful relation between the occupational priority and its criterions (internal and external motivations) with the organizational of effectiveness in the Kerman city agricultural banks branches (table 3).

Table 3: The Kendall-Spearman correlation test statistics related to the relation between the occupational priority (internal and external motivations) of staffs with the organizational effectiveness

Variables	Organizational effectiveness			
test	Kendall	Meaning fulness	spearma n	Meaning fulness
Occupational priority	0/182	0/001	0/260	0/001
Internal motivation	0/168	0/001	0/245	0/001
External motivation	0/127	0/01	0/178	0/011

Conclusion:

The research results showed that between the social wealth and the organizational effectiveness in Kerman's agricultural bank's branches, there is direct and meaningful relation that means as the social wealth is more in the organization, the effectiveness is more and better, these results are similar to the findings made by Rahmani and Kavousy (2008) that in their research, they proved that the social wealth presence in the organization leads to effectiveness and organizational efficiency and Givarian and Dindar findings (2011) showed that there is relation between the social wealth and teachers effectiveness in the training system. So when there is high correspondences in the organization and the social networks are strengthened and group cooperation are empowered, so the organization will have better effectiveness and efficiency, so when the staff's confidence in the organization is increased and their norms and values are accepted and the civil culture is strengthened the local institutions are empowered in the organization and the present networks between people will be able to follow the cultural, social, economical and political targets and the authorities will pay attention to staffs suggestions and apply them in the organizational decisions. In the bank, the relation between the staff is strengthened and staffs in the organization find emotional relation together and the vertical and horizontal relations are deepened in the system, so the working process is solidified and the dominant regulations are accepted by staffs and staffs are supported by the above authorities and the staff's

idea is regarded in the organizational decision making and the coworkers find confidence together and rewards are paid by justice.

Also the result of this research showed that there is meaningful relation between the occupational priority and the organizational effectiveness in Kerman's agricultural bank's branches, that means as the occupational priority is more between the staffs, the organizational effectiveness is more and better and these results are similar to the Moorhead and griffin studies (2007); hence, when staff enjoy working in the organization, they have defined targets for their development, they try to gain new skills in their working realm, prefer special plans for organizational success and if they find motivations about their job and give priority to their job or prefer their job, the organizational effectiveness becomes better and the people's internal motivations will be the important factor in prediction of their efficiency during their services. Hence, in the staff's job conditions selection, they will have high motivations and it will be beneficial. Among the internal motivation, the progress motivation is really considerable, so the internal motivations could be beneficial in different aspects of social land individual life and organizations in economical and producing process could use the programs based on the internal motivation activations and increase the level of staff's performance level and as the result, their organization performance is enhanced. Also through the staff internal motivation improvement, we can increase the organizational effectiveness, so it is accepted that through the staff's internal motivation strengthening, the organizational effectiveness is increased. The external motivation includes the behavioral activation that through the behavioral outcomes as money, confirmation, etc. are done; hence, the external phenomenons could not make internal motivation in people but we can use them to assist the internal motivation; therefore, by the use of external events considerably we can assist the people to strengthen their internal motivation. Strengthening the external motivation is valuable because it brings high benefits for the individuals that we can refer to resistance, innovation, concept realization and mental health. The external motivation has wide application everywhere of the learning, behavioral change and the performance level increasing is intended, the use of principals related to the external motivation seems essential. Different occupational enhancement, increase of earning level and reward are the external motivations that increase the people efficiency by activating the motivation system, using these encourages usually increase the speed of individual efficiency through obeying other related regulations, so it is expected that by strengthening the external motivation in the staff, their organizational effectiveness is improved. According to the result of this evaluation, we can suggest the authorities that the social wealth is improved through the communication reinforcement and social networks and group cooperation in the organization and to strengthen the occupational priority, definite job purposed should be defined for staff and they are allowed to gain new skills and knowledge.

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