

Design and Delivery a Model for Raising of Degree and Status of Veterans and Disabled's in Iran

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Abstract

This study discussed the Design and delivery a model for Raising of degree and status of veterans and disabled's in Iran. This research was an applied study of the purpose and methodologically as qualitative methods. After analyzing the data, 37 components of 811 concept codes were obtained and then classified at six dimensions including, veterans and disabled's (with 8 components), Citizenship rights (with 4 components), Quality of life enhancement (with 7 factors), life expectancy (with 6 factors), business space enhancement (with 4 components) leaving leisure time styles (with 8 components). In the second study, the sample size was estimated as 344 people based on Cochran formula and after data collection, the statistical analysis of survey data was performed in two descriptive levels using statistical parameters (such as frequency, percentage, elongation, mean) and inferential statistics (Levin test, t-test), confirmatory factor analysis using Spss 22, Lisrel8.54 and Excel. Significant coefficients and parameters of factors, Social responsibility, Job conscience, Professional Ethics, organizational trust, Organizational citizenship behaviors showed that all of the coefficients obtained are significant. The results of principal component analysis showed that among the dimensions of Raising of degree and status of veterans and disabled's in Iran, the business space enhancement has the greatest impact (0/96) and the veterans and disabled's has the latest impact in Raising of degree and status of veterans and disabled's in Iran (0/63). and the respondents are not satisfied with all other components of questions and they express negative opinions and all components in Raising of degree and status of veterans and disabled's in Iran are enjoyed of high functionality.

Keywords: veterans and disabled's, Citizenship rights, Quality of life enhancement, life expectancy, business space enhancement, leaving leisure time styles

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The Effect of Loneliness, Physical Health Concerns and Empathy on Electronic Word-of-Mouth Intention and Purchase Intention in the Disabled and Physically Disabled

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Abstract

Disability, like biological and social phenomena, is a reality that all societies, regardless of their level of development, face, both industrial and non-industrialized countries. The physically disabled, the disabled and the veterans are part of the community who, like others, need to benefit and use public facilities and services. The purpose of this study is to evaluate the effect of loneliness, physical health concerns and empathy on electronic word-of-mouth intention and purchase intention in the disabled and physically disabled in Tehran. The research method is applied in terms of purpose and descriptive correlation according to the data collection method. The statistical population of the study is all disabled and physically disabled people of the Welfare Organization in Tehran. Using Cochran's formula, 384 people were selected as a sample and 400 questionnaires were distributed by available sampling method and 393 questionnaires were collected. The reliability of the questionnaire was measured by calculating Cronbach's alpha coefficient which was 0.789. Data were analyzed using structural equation modeling and Smart PLS software. The results of examining the hypotheses indicate that the empathy of people with disabilities, loneliness of people with disabilities, low self-esteem of people with disabilities, and physical health concerns of people with disabilities has a significant effect on the Parasocial relationship of people with disabilities. Also, Environmental consciousness of people with disabilities has not affected the parasocial relationship of people with disabilities. Finally, the role of the parasocial relationship of people with disabilities on the electronic word-of-mouth intention of the disabled and the purchase intention of the disabled is show

Keywords: Loneliness of people with disabilities, Low self-esteem of people with disabilities, Empathy of people with disabilities, Physical health concerns of people with disabilities, and Electronic word-of-mouth intention of the disabled

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Strengthening Green Behavior in the Workplace: Relying on a Areen Approach in ransformationalLeadership and Human Resource Management

(Case study: Staff of the Central Branch of Mihan Insurance)

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Abstract

Due to the increasing environmental damage, countries are moving towards preserving the environment and the optimal use of this divine blessing in recent years, so that countries are developing laws for organizations to reduce environmental damage. Promoting green behaviour among employees is one of the ways to make organizations green. In fact, employees' green behavior as the core of any organization will reduce environmental pollution at the individual, group and organizational levels. Therefore, this study was carried out aimed to investigate the effect of green human resource management on employees' green behavior with respect to the moderating role of green transformational leadership. For this purpose, descriptive-survey method was used in this study. The statistical population of the study consisted of the central branch of Mihan Insurance, which the number of statistical samples was determined based on Cochran's formula, it was equal to 127. Standard questionnaires were used to measure research variables in this study. According to the results of data analysis, green human resource management has a significant positive effect on green employees' green behavior. Furthermore, green transformational leadership can play a moderating role in the relationship between green human resource management and employees' green behavior.

Keywords: employees' green behavior, green human resource management, green transformational leadership

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Designing a Suitable Model of Cultural Branding in the Film Industry (Structural Model)

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Abstract

The present study is titled "Designing a Cultural Branding Pattern in Iranian Movie Industry" and intends to help Iranian movie industry become a successful brand. First point to be considered in the branding field is creating distinction and the most effective strategy for that is to look at branding as an investment rather than an expenditure. Given the aim, this study is looking for a native solution for branding Iranian movie industry. The present paper is a survey-based and uses a combination of qualitative and quantitative data that are collected experimentally. The researcher has gathered and analyzed data through interviews and questionnaire (a researcher-made questionnaire including 38 items). The statistical population includes Iranian university students and lecturers in a relevant field. Targeted sampling and snowball sampling is deployed for the qualitative section and random sampling for the quantitative section. In the qualitative section, the population size is 20, consisting of elites and pundits in the cultural branding field for the movies industry and in the quantitative section, the population included 200 university students and professors in relevant fields. The results indicate that cultural branding, if receives the appropriate attention and investment, can help elevate the status of Iranian cinema. Therefore, this paper mainly aims to delve into the concepts of cultural branding in Iranian movie industry and the required conditions for branding in this field.

Keywords: cultural branding, movie industry, structural pattern

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Designing a Self-Censorship Model in Government Organizations Based on the Grounded Theory

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Abstract

Employees in organizations for various reasons may decide to self-censorship. This study aims was to design a self-censorship model in government organizations based on the grounded theory. After collecting data through theoretical sampling among 13 managers of government organizations, the components of self-censorship in the organization through systematic design of Strauss and Corbin. After validating the model with acceptance criteria, the results showed that causal conditions including individual, job and organizational conditions, lead to formation of self-censorship phenomenon in the organization. Information and self-sensors characteristics were identified as context conditions and individual and managerial factors were identified as intervention conditions. Elimination of bureaucracy, use of effective management style and activation of teams as organizational strategies in controlling this phenomenon and factors of dynamic development and empowerment of employees were identified as the consequences of using strategies and finally, the self-censorship model was designed in the organization. In this research, a comprehensive and indigenous model in the field of management was presented, which it enables researchers to complete their research in this field.

Keywords: Self-censorship; Self-censorship of Information; Self-censorship of Ideas; Self-censorship of Actions

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Qualitative Modeling of Principals Resilience Based on Grounded Theory

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Abstract

The purpose of this research was to develop a model of the resilience of primary school principals. This research was a qualitative study carried out by applying the grounded theory approach. By purposeful sampling method, Fifteen principals and teachers of primary schools and staff experts were selected. Semi-structured interviews were conducted until the theoretical saturation was reached. Data collected were analyzed by MAXQDA 2018. Open coding yielded 149 preliminary codes classified into 21 thematic categories. In selective coding, the resilience of primary school principals was identified as the central phenomenon. The model of the resilience of primary school principals is a valuable conceptual map for directing a wide range of educational provision. Among efforts to support primary school principals in order to cope with hardship and crises, a systematic perspective would be of high importance.

Keywords: Principal Resilience, Primary Schools, Qualitative Modeling, Grounded Theory

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Identify Dimensions and Components Promoting National Sustainability Affecting Management of University Science, Model Design Based on Phenomenological Research

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Abstract

This research is applied in terms of purpose and descriptive-survey in terms of data collection method. The research method is "mixed method" and exploratory. The research approach is qualitatively regulated by the phenomenological strategy method. Participants in the qualitative section of the study were 17 professors and faculty members of the Islamic Azad University. In the qualitative part of the research, data were collected using in-depth and semi-structured interviews to evaluate the accuracy of the findings; the members used the review method. The data collected from the qualitative section were analyzed by the "content analysis" coding method in three stages of open, axial and selective coding. Also, in the quantitative stage of the research, a questionnaire was prepared based on the dimensions identified from the qualitative stage. Using Cochran's formula, 514 professors and faculty members of the Islamic Azad University were studied by "cluster" sampling method. Data analysis was performed using Smart PLS software (structural equation modeling method). The results of the research showed that the mission orientation of research, the rule of scientific Innovation, University social responsibility, Strength and resiliency and effectiveness of research, are the dimensions and Promoting national sustainability affecting the policy and management of university science. The measurement model proposed to identify the components is of the required quality.

Keyword: Promoting National Sustainability, Science Management, university, Islamic Azad University

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