The Compilation of Math pattern for Productivity in Lorestan University based on Staff Entrepreneurship and Organizational Culture

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**A B S T R A C T**

**Background:** The research population of the study includes all the staffs of Lorestan University who are employed in different parts of the university. 175 people were chosen from different parts of the University. **Objective:** The main objective of this study is to provide the math pattern for productivity in Lorestan University based on staff entrepreneurship and organizational culture. **Results:** The assessment instruments were the researcher-made questionnaires of entrepreneurial and organizational culture α) = 0.91 and the productivity of Smith et al (1998 α) = 0.90. **Conclusion:** The result of the analysis of the multi-variation regression shows that, there is a relationship between the staff entrepreneurship and organizational culture with the productivity, and a mathematical pattern for the productivity based on the entrepreneurial and organizational culture in the Lorestan is as follows: Productivity = 0.83 x organizational culture + 0.10 x entrepreneurship + (14.3211) Productivity = 0.16 x entrepreneurship + 35.484 Productivity = 0.83 x organizational culture + 2.535

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**INTRODUCTION**

Tendency toward completeness is one of the human being’s characteristics, and it has been considered as the most important factor which has made him progress in the history of his lifetime. Productivity is also one of the indexes of achieving completeness in man-made systems and human being’s intentional activities. From the very beginning, the original attempt to promote productivity has been the human being’s nature which has tendency toward completeness, and nowadays, regarding the increasing shortage of resources as well as increasing competitiveness in the world of economy, it is necessary to promote productivity in all aspects of life. Different countries try continuously to increase their national, industrial[8], commercial, and educational productivity levels. They attempt to promote their productivity by applying different management methods.

Expression of the problem No doubt, Education in human’s life has a very special importance because teaching causes high improvement. Management of higher education in fact is a vise attempt for promoting of qualification human teaching. Human beings who bear heavy burden of group and individual improvement and change[14]. Experimental witness shows that Productivity in higher education System is low such as Variables of effect on increasing entrepreneurship productivity of the staff and proper organizational culture[10].

Entrepreneurship and organizational culture are such as variables which efficiency of them have been proved by several researches however, in the case of the relationship of mentioned variables, researcher faces to several researches but we cannot claim that there is a relationship between entrepreneurship of the staff and organizational culture with productivity in Lorestan university, therefore this research is going to find the answer of this question whether there is a relationship between entrepreneurship and organizational culture with productivity in Lorestan university or not? That is, in this research, entrepreneurship and organizational culture are independent variables and productivity is a dependent variable[15].

**Literature review:**

The word “productivity” was posed for the first time in 1776 by Quesnay [14]. In that same year, Adam Schmidt shared his ideas about achieving work productivity, assigning work tasks and specialty for profit rise, reducing tiredness, and growing the use of technology [8]. Regarding the concept of productivity, Schmidt refers to efficiency and specialty and believes that work should be assigned based on people’s efficiency and
productivity. Economists like Sinver defined productivity based on the worker’s physical, mental, rational, and intelligent quality, as well as his physical and mental power and skill. However, the most revolutionary research in productivity was accomplished by Taylor beginning in 1881, which can be considered as the history of formal and scientific studies about productivity management [15]. In the 19th century, Litter defined productivity as the power of production [14]. Mahoney (1988) believes that productivity includes efficiency, effectiveness, and change.

The entrepreneur is a person who organizes, accepts, manages, and has commitment to the dangers of an economical activity. He also pinpoints a chance and in order to take it, he establishes an organization. The process of entrepreneurship includes all duties, activities, and operations related to the pinpointing of the chance and establishing an organization in order to take such chances [2]. Stevenson et al, believe that entrepreneurship consists of a process in which people follow some chances (either for themselves or their organizations) regardless of the resources which are under their control [7]. Researchers consider entrepreneurs as people who have some characteristics different from other people. Some emphasize on the psychological dimensions of the entrepreneurs’ personality as important factors (that is, having divergent thought, side thought, positive thought etc); some consider demographical characteristics as important factors (like age, gender, education, family background etc); and some other researchers refer to a collection of characteristics [6]. On the whole, the characteristics of entrepreneurs can be divided into five categories: individual characteristics, motivations, demographical factors, behavioral style, and skills [1].

Schumpeter (1971) who is a member of the economical school of Germany is considered as the father of entrepreneurship [13]. In 1948, he stated that, “entrepreneurship is moving power of economics. He believes that those who make a new product in every field or commercial activity, or apply new methods in the process of production, marketing, and so on, or use new resources, or establish a new institution have the features of entrepreneurship and are considered as entrepreneurs [3].

Culture is so important to an organization. Lynn (1999) also concluded that organizational culture is effective in successful use of intellectual capital[19]. Schein (1999) suggested that an organization’s culture helps to cope with its environment[22]. The culture of an organization and its vision and purpose must be in alignment for it to change [26]. Culture influences the communication skills and decision-making processes of the organization’s members and affects its credibility[4,17,18,23,20]. Organizational culture also shapes the organization’s level of socialization and learning [4]. Kowalczyk & Pawlish (2002) correlated the importance of culture to an organization’s competitive advantage[18], adaptability, and level of innovation. The culture of an organization may affect organizational system operations, productivity, leadership actions [23], and organizational effectiveness [16]. Research has shown that culture has influenced employees’ commitment [7,10,3,24,18,4,1].

The purpose of study is to find an answer to following questions:

Is there a relationship between entrepreneurship and organizational culture with productivity?

What is the mathematical pattern for predicting productivity based on entrepreneurship and organizational culture in Lorestan university?

Meneal (2007) in this research found that there is a relationship between organizational culture and productivity.

In another research, Neal (2005) found that companies in which organizational environment is positive, there is a positive relationship between productivity and human resource. Malcolm and et al(2004) in a research also found that there is a relationship between organizational environment and the environment which people have the most satisfaction, with productivity[11]. In another research Vovrod and et al, (2010) found that proper organizational environment will cause the performance increase[16]. In addition, Lotanzand et al (2008) also found that in those organizations there is a supporting environment, performance of the people is higher.Mcneal (2007) found the relationship between organizational culture and productivity[9]. Neal (2005) and et al in their own research found that companies in which the environment is positive, there is a positive relationship between productivity and resource management. Malcolm and et al (2004) also, in their own research found that there is a relationship between proper organizational environment and that environment in which people have the most satisfaction with productivity[12].

MATERIALS AND METHODS

Regarding the purpose and methodology of research, this research is applied and co-relational respectively. In this research, the relationship between the variables of entrepreneurship and organizational culture with productivity has been studied.

Research Tools : A) The questionnaire of assessing entrepreneurship

Investigating the comprehensive concept of entrepreneurship from different points of views, especially from the approach of characteristics, the main dimensions and components were obtained in the form of characteristics, and based on that a questionnaire including 68 items was designed. In the first stage, when the
introductory questionnaire was designed and edited, in order to do the first investigation about the designed questionnaire it was given to a group of experts to get their feedback about the content of the items designed for extracting the characteristics of entrepreneurship. After eliminating five items from the body of the questionnaire, the final questionnaire with 63 items was administered to 34 managers. Using Corenbakh's Alpha method to estimate the internal consistency of the items, the statistical results showed that after omitting 5 items from the introductory questionnaire, the coefficient of the internal consistency of items was 0.91. This coefficient shows the internal consistency of the questionnaire. In the end, the final version of the questionnaire including 58 items was prepared. The questionnaire consists of 13 factors or characteristics. 

Those are such as: need to improvement (questions 9-29-41-42), need to independence(31-53-58), risk (questions 11-26-43-54-56), creativity (questions 13-16-18-19-30-46), time management (questions 20-21-22-25-44-57), having perseverance (questions 28-33), goal – orientatedness (12-14-34-45-47), competition and challenge (questions 5-6-7-8-10), self – confidence (questions 1-4-17-48) and internal controlling resource (questions 23-24-32-40) and ( =0.94).

B) the questionnaire of assessing organizational culture the questionnaire of organizational culture has been prepared according to Stephen Robbins theory which consists of 28 questions and creativity aspects (questions 1-3-10-27), risk (questions 15-17-25), leadership style (questions 7-13-21-28), integration (questions 4-5-12), adjustment to phenomenon of conflict (questions 9-16-19), management support (questions 6-23-26), controlling (questions 2-11-20-22), reward system (questions 8-14-18-24), ( =0/94).

C) the questionnaire of assessing productivity for the measurement of productivity we have used the questionnaire of smith and et al (1998) and includes 17 questions and all items measure the concepts if entrepreneurship and effectiveness and ( =0/90).

The statistical population of this research consists of the whole staff of governmental university of Lorestan: 175 people were selected by random sampling.

**Results:**

In this research we observe among testees about two third(2/3) of them were males and more then one third (1/3) were females, one third (1/3) of testees have less than 5 years job experience. More than one third (1/3) of them have between 6-10 years and about 30% of them have 11 years job experience, one fifth (1/5)testees have diploma and A.A. and the half of them have B.A. and B.Sc. And a little bit more than it one fourth (1/4) also had M.A. and M.Sc, more than two third (2/3) of studied testees were married and the others were singles.

**Table 1:** The summary of statistical indexes related to testees, scores in the tests of organizational culture and its components(N=178).

<table>
<thead>
<tr>
<th>Variables</th>
<th>Mean</th>
<th>Sd Standard deviation</th>
<th>Skewness</th>
<th>Kurtosis</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Creativity</td>
<td>14/43</td>
<td>3/88</td>
<td>-0/681</td>
<td>0/308</td>
<td>16</td>
</tr>
<tr>
<td>Risk</td>
<td>6/88</td>
<td>2/26</td>
<td>-0/326</td>
<td>0/114</td>
<td>12</td>
</tr>
<tr>
<td>Leadership style</td>
<td>14/52</td>
<td>3/37</td>
<td>-0/795</td>
<td>0/084</td>
<td>15</td>
</tr>
<tr>
<td>integration</td>
<td>10/41</td>
<td>2/43</td>
<td>-0/802</td>
<td>0/911</td>
<td>12</td>
</tr>
<tr>
<td>Adjustment to conflict</td>
<td>10</td>
<td>0/277</td>
<td>-0/669</td>
<td>2/15</td>
<td>9/66</td>
</tr>
<tr>
<td>Management support</td>
<td>6</td>
<td>0/498</td>
<td>-0/011</td>
<td>1/15</td>
<td>9/17</td>
</tr>
<tr>
<td>Controlling</td>
<td>16</td>
<td>1/890</td>
<td>-0/956</td>
<td>2/97</td>
<td>15/05</td>
</tr>
<tr>
<td>Reward system</td>
<td>15</td>
<td>0/203</td>
<td>-0/511</td>
<td>2/94</td>
<td>12/19</td>
</tr>
<tr>
<td>Need to improvement</td>
<td>14</td>
<td>1/875</td>
<td>-0/556</td>
<td>2/3</td>
<td>15/06</td>
</tr>
<tr>
<td>Independence</td>
<td>11</td>
<td>0/333</td>
<td>0/045</td>
<td>1/83</td>
<td>11</td>
</tr>
<tr>
<td>Risk</td>
<td>15</td>
<td>0/917</td>
<td>0/176</td>
<td>3/32</td>
<td>17/33</td>
</tr>
<tr>
<td>Creativity</td>
<td>16</td>
<td>0/284</td>
<td>0/423</td>
<td>3/00</td>
<td>20/76</td>
</tr>
<tr>
<td>Tim management</td>
<td>16</td>
<td>1/832</td>
<td>0/400</td>
<td>2/38</td>
<td>23/20</td>
</tr>
<tr>
<td>Perseverance</td>
<td>6</td>
<td>0/142</td>
<td>0/391</td>
<td>1/25</td>
<td>8/14</td>
</tr>
<tr>
<td>Goal- orientatedness</td>
<td>17</td>
<td>1/395</td>
<td>-1/065</td>
<td>2/52</td>
<td>20/81</td>
</tr>
<tr>
<td>Competition and challenge</td>
<td>17</td>
<td>0/143</td>
<td>-0/426</td>
<td>3/54</td>
<td>18/64</td>
</tr>
<tr>
<td>Self- confidence</td>
<td>12</td>
<td>1/353</td>
<td>0/740</td>
<td>2/07</td>
<td>16/35</td>
</tr>
<tr>
<td>Internal controlling resource</td>
<td>11</td>
<td>0/114</td>
<td>-0/066</td>
<td>2/03</td>
<td>10/21</td>
</tr>
<tr>
<td>Organizational system (total scores)</td>
<td>93</td>
<td>0/453</td>
<td>-0/656</td>
<td>1/682</td>
<td>95/35</td>
</tr>
<tr>
<td>Entrepreneurship(total scores)</td>
<td>93</td>
<td>3/346</td>
<td>-0/807</td>
<td>1/303</td>
<td>162/06</td>
</tr>
<tr>
<td>Productivity (total scores)</td>
<td>59</td>
<td>-0/237</td>
<td>-0/640</td>
<td>12/07</td>
<td>59/58</td>
</tr>
</tbody>
</table>

According to information of table 1 in the relation of testees’ scores in entrepreneurship tests, organizational culture and productivity and their own components and their different indexes such as mean, standard deviation, skewness, kurtosis and range, show that grades frequency of sample group is near to normal frequency.
Means that 70/1 % of variation of productivity variable of managers has been explained. In other words, 70/1 % of observed diffusion in productivity variable of the managers has been justified by these variables. The amount of observed R (0/840) shows that the linear regression model can be used for predicting well.

In addition, the ratio of calculated F (209/927) in confidence level is significant at least 99 %. There fore we can deduce that there is a meaningful correlation between studied variables and productivity variable of managers.

Referring to 't' statistics and significant levels we can judge that there is a meaningful correlation between two variables of the staff entrepreneurship and organizational culture with the managers productivity. The obtained coefficients symbols of B showed that there is a meaningful and positive correlation between the variable of the staff entrepreneurship CB=0/108, P <0/01) and organizational culture CB=0/826, P <0/01) with the managers productivity[12].

In other words, with increasing the score in the variable of the staff entrepreneurship and organizational culture the amount of the managers productivity increases.

Finally, according to these explanations and obtained coefficients we can compile regression equation according to standardized regression coefficient (β column) as follow:

(Y=13/211 -0/108 (the staff entrepreneurship) + 0/826(organizational culture)

Research question : Is there any relationship between the staff entrepreneurship and the managers productivity ?

As it is observed in table 3, the amount of R2 (0/026) means that 2/6 % of variation of the managers productivity variable has been made clear by prediction variable.

In other words, 2/6 % of observed diffusion in variable of the managers productivity has been justified by this variable. The amount of observed R also shows that the liner regression can be used for prediction.

In addition, the ratio of calculated F (4/652) in confidence level is at least 95 % meaningful.

There fore, it is resulted that there is a meaningful correlation between studied variable and the variable of the managers productivity[21].

Referring to "t" statistics and significant levels we can judge that there is a meaningful correlation between the staff entrepreneurship variable with the managers productivity.

The obtained β coefficients symbol showed that there is a meaningful and positive correlation between the staff entrepreneurship (β= 0/160, P<0/05) with the managers productivity.

In other words, with increasing the score in the staff entrepreneurship, the amount of the managers productivity increases.

Finally, according to these explanations and obtained coefficients we can compile regression equation according to standardized regression coefficient (βcolumn) as follow:

(Y =35/484 + 0/160 (the staff entrepreneurship)

Research question : In there any relationship aspects and the managers productivity ?

As it is observed in table 3, the amount of R2 (0/026) means that 2/6 % of variation of the managers productivity variable has been made clear by prediction variable.

In other words, 2/6 % of observed diffusion in variable of the managers productivity has been justified by this variable. The amount of observed R also shows that the liner regression can be used for prediction.

In addition, the ratio of calculated F (4/652) in confidence level is at least 95 % meaningful.

There fore, it is resulted that there is a meaningful correlation between studied variable and the variable of the managers productivity[21].

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The obtained β coefficients symbol showed that there is a meaningful and positive correlation between the staff entrepreneurship (β= 0/160, P<0/05) with the managers productivity.

In other words, with increasing the score in the staff entrepreneurship, the amount of the managers productivity increases.

Finally, according to these explanations and obtained coefficients we can compile regression equation according to standardized regression coefficient (β column) as follow:

(Y =35/484 + 0/160 (the staff entrepreneurship)

*Research question : In there any relationship aspects and the managers productivity ?

Table 2: The summary of statistical regression analysis for predicting of managers productivity according to entrepreneurship and organizational culture (N=178).

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Dependant variable: productivity of managers</th>
<th>Unstandardized coefficient</th>
<th>Standardized coefficient</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td></td>
<td>-13/211</td>
<td>- <strong>-1/991</strong></td>
<td>0/048</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship (total score)</td>
<td>0/100</td>
<td>0/108</td>
<td><strong>2/625</strong></td>
<td>0/009</td>
<td></td>
</tr>
<tr>
<td>Organizational culture (total score)</td>
<td>0/593</td>
<td>0/826</td>
<td><strong>20/113</strong></td>
<td>0/000</td>
<td></td>
</tr>
</tbody>
</table>

Table 3: The summary of step by step regression analysis for predicting of the managers productivity according to the staff entrepreneurship (N=178).

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Dependant variable: productivity of managers</th>
<th>Unstandardized coefficient</th>
<th>Standardized coefficient</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td></td>
<td>35/484</td>
<td><strong>3/165</strong></td>
<td>0/002</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship (total score)</td>
<td>0/149</td>
<td>0/160</td>
<td><strong>2/157</strong></td>
<td>0/037</td>
<td></td>
</tr>
</tbody>
</table>

Table 4: The summary of regression analysis for prediction of the managers productivity according to entrepreneur aspects (N=178).

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Dependant variable: productivity of managers</th>
<th>Unstandardized coefficient</th>
<th>Standardized coefficient</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td></td>
<td>62/099</td>
<td><strong>5/048</strong></td>
<td>0/000</td>
<td></td>
</tr>
<tr>
<td>Creativity</td>
<td>1/146</td>
<td>0/285</td>
<td><strong>3/531</strong></td>
<td>0/001</td>
<td></td>
</tr>
<tr>
<td>Perseverance</td>
<td>1/817</td>
<td>0/188</td>
<td><strong>2/345</strong></td>
<td>0/020</td>
<td></td>
</tr>
<tr>
<td>Internal controlling resource</td>
<td>-2/062</td>
<td>-0/348</td>
<td><strong>4/744</strong></td>
<td>0/000</td>
<td></td>
</tr>
</tbody>
</table>
As we observe in table 4, the amount of R² (0.311) means that 31.1% of the variation of the managers productivity variable has been made clear by the variables of improvement, independence, risk, creativity, time management, perseverance, goal-orientatedness, competition and challenge, self-confidence, internal controlling resource.

In other words, 31.1% of observed diffusion in the variable of managers productivity has been justified by these variables. The amount of observed R (0.557) also shows that the linear regression model can be used for prediction.

In addition, the ratio of calculated F (7/528) in confidence level is significant at least 99%.

There fore, we can deduce that there is a meaningful correlation between studied variables and productivity variable of managers[18].

Referring to “t” statistics and significant levels we can judge that there are a meaningful correlation among 3 variables of creativity, perseverance and internal controlling resource with the managers productivity.

The obtained coefficients symbols of β showed that there is a positive and meaningful correlation between variables of creativity (β = 0.285, P<0.01) and the staff perseverance (β = 0.188, P<0.05) with the managers productivity. In other words, with increasing scores in variables of creativity and perseverance of the staff, the amount of the managers productivity increases.

However, the variable of internal controlling resource (β = -0.348, P<0.01) has a meaningful and negative correlation with the managers productivity. That is, with increasing scores in variable of internal controlling resource of the staff, the amount of the managers productivity decreases.

Finally, according to these explanations and obtained coefficients we can compile regression equation according to standardized regression coefficient (β column) as follow:

(The managers productivity )Y= 2/535 + 0/833 (organizational culture) +0/285 (creativity) +0/188 (perseverance) – 0/348 (internal controlling resource)

*Research question : Is there any relationship between organizational culture and the managers productivity?

Table 5: The summary of step to step regression analysis for prediction the managers productivity according to organizational culture (N=178).

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Dependant variable: productivity</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>Unstandardized coefficient</td>
<td>2/535</td>
<td>-</td>
</tr>
<tr>
<td>Entrepreneurship (total score)</td>
<td>Standardized coefficient</td>
<td>0/833</td>
<td>**19/988</td>
</tr>
<tr>
<td>Entrepreneurship (total score)</td>
<td>Unstandardized coefficient</td>
<td>0/598</td>
<td>**19/988</td>
</tr>
</tbody>
</table>

As we observed in table 5, the amount of R² (0.694) means that 69.4% of variation of the managers productivity variable has been made clear by the variable of organizational culture.

In other words, 69.4% of observed diffusion in productivity variable of the managers has been justified. The amount of observed R (0.833) also shows that the linear regression model can be used for prediction. In addition, the ratio of calculated F (399/540) in confidence level is significant at least 99%.

There fore, we can deduce that there is a meaningful correlation between studied variable and the variable of the managers productivity[5].

Referring to “t” statistics and significant levels we can judge that there is a meaningful correlation between organizational culture with the managers productivity.

The obtained coefficients symbol of β showed that there is a meaningful and positive correlation between the variable of organizational culture (β = 0.833, P<0.05) with the managers productivity.

In other words, with increasing the score in the variable of organizational culture, the amount of the managers productivity increases.

Finally, according to these explanations and obtained coefficients we can compile regression equation according to standardized regression coefficients we can compile regression equation according to standardized regression coefficient (β column) as follow:

(The managers productivity )Y= 2/535 + 0/833 (organizational culture)

*Research question : Is there any relationship between organizational culture and the managers productivity?

Table 6: The summary of regression analysis for prediction of the managers productivity according to organizational culture aspects (N=178).

<table>
<thead>
<tr>
<th>predictors</th>
<th>Dependant variable: productivity</th>
<th>t</th>
<th>sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>Unstandardized coefficient</td>
<td>17/818</td>
<td>-</td>
</tr>
<tr>
<td>creativity</td>
<td>Standardized coefficient</td>
<td>0/558</td>
<td>**4/383</td>
</tr>
</tbody>
</table>
As we observed in table 6, the amount of \( R^2 \) (0.737) means that 73.7% of the variation of the managers productivity variable has been made clear by the variables of creativity, risk, leadership style, integration, adjustment to conflict, management support and reward system and controlling.

In other words, 73.7% of observed diffusion in productivity variable of the managers has been justified by these variables. The amount of observed \( R \) (0.885) also shows that the linear regression model can be used for prediction. In addition, the ratio of calculated \( F \) (59.067) in confidence level is significant at least 99%.

There fore, we can deduce that there is a meaningful correlation between studied variables and the variable of the managers productivity.

Referring to "t" statistics and significant levels we can judge that there are a meaningful correlation among 4 variables of creativity, risk, management support, reward system with the managers productivity.

The obtained coefficients symbols of \( \beta \) showed that the variables of creativity \( (\beta =0.358, P <0.01) \) risk \( (\beta =0.273, P <0.05) \) management support \( (\beta =0.095, P <0.05) \) reward system \( (\beta =0.129, P <0.05) \) have a meaningful and positive correlations with the managers productivity. In other words, with increasing score in variables of creativity, risk, management support and reward system, the amount of the managers productivity increases.

Finally, according to obtained explanations and coefficients we can compile regression equation according to standardized regression coefficient \( (\beta \) column) as follow:

\[
\text{(The managers productivity )} Y= 17.818 + 0.358 \text{ (creativity) } +0.273 \text{ (risk) } -0.095 \text{ (management support) } +0.129 \text{ (reward system)}.
\]

Discussion And Conclusion:

The primary finding of this research is that there is a relationship among the staff productivity. Korouket (2005) believes those people who have entrepreneurial aspect and prepare an individual support for risking, can risk better for management of teams to fulfill of long-term desires and dreams of people.

In addition, in another research which was done by Jozaf(2005), it is suggested in this research to recognize a model in which cheerful characters are determined that exclusively are the prediction of the higher levels of research productivity in any fields of study and consequently cause to result in increasing productivity. According to done researches by people such as song (2007); Miller (2003); Audretsch (2008); Handfield (2009); zhang (2010); Shaker (1993); kaya (2006); Antonico prodan (2008)

The relation of the performance and entrepreneurship has been confirmed. The other finding of this research is that there is a relationship between organizational culture and the managers productivity. Mc Neal (2000) in his own research found out that there is a relationship between organizational culture and productivity of faculty members of nursing field[10].

Also, in several researches which were done by people such as[10,11,16,9,12], the relationship between organizational culture and performance has been approved and according to the ideas of many experts that they were expressed before, productivity consist of effectiveness and efficiency.

Likewise, scientists like [11,14,2,10,24] believe that productivity includes efficiency and effectiveness of performance, and increase in the productivity level in an organization is the result of the efficiency of management, which equals good management.

In addition, Vohaw (1983), Vit (1985), Zare(1386), Rahmati(1384), Sheikh Mohsen (1386) and Barari(1383) in their own research found out that there is a relationship between organizational environment and productivity, organizational culture and organizational environment have a tight relationship as French, Kast and Roz n Zoik (1985) believed it. Avanza (1991) believed that the terms of organizational culture and V both are abstracs which deal with one fact and in summary, we can say, organizational environment is the follower of organizational cultural valudes which are dominant in an organization and include the feeling of the staff toward organizational environment friendly and warm work place cold and unfriendly one. We should notice that the higher productivity causes the higher life style and social welfare from real income, national competition, life quality[12, 17,21,17,3].

In comes have been increased by best use of data and higher and more appropriate recipient production and it causes itself that the production increase in a way of appropriate and can be able to be successful in competitive world. This success causes to flourish of working and better quality of life. This process won’t be available unless proper attitude toward productivity and its increasing.

Many factors interfere in the growth and development of countries and it is found that productivity is most important one. The manager have an important role in increasing of productivity. The need to leadership and management in the all aspects of social activities is a vital and important case. Human and material resource would decrease and disappear without worthy leadership and guide.
Promoting productivity and protecting its growth is one of the management's main objectives. In fact, the basis of productivity management is to provide suitable conditions for acquiring the highest performance. The process of productivity management basically contains change, and change can never be done easily. In order to achieve desired changes, the needed background should be provided, and the organization should experience some serious variations. In addition, the management ought to recognize and cope with the factors that are against these desired changes.

Finally, we suggest that in universities with appropriate educations, entrepreneurial capability of individuals increase and also with creating appropriate organizational culture, it is prepared the increase of productivity in universities.

REFERENCES


