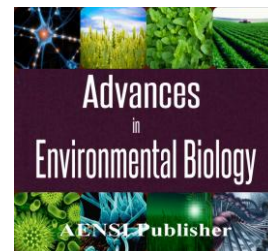




AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

The Analysis of Relationship between the Social Investment and the Organizational knowledge-making Development: a case study from the Persian Gulf University of Bushehr

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ARTICLE INFO

Article history:

Received 25 September 2014

Received in revised form

26 October 2014

Accepted 25 November 2014

Available online 30 December 2014

Keywords:

social investment, knowledge-making, higher education, university of Persian Gulf

ABSTRACT

The main purpose of the present study was to investigate the relationship of the social investment with the organizational knowledge-making development in the Persian Gulf University of Bushehr. The research sample includes about 118 people of Bushehr Persian Gulf University scientific members that they have been taken up by the use of accidental sampling method. The related data of the present study was gathered by the use of a questionnaire and library-based method. There have been represented some hypotheses for reaching to the same purpose of the study and the descriptive statistical method (mean, deviation) was applied in order to analyze the data and the inferential statistics (simple correlation coefficient and multiple regressions and t independent test were applied in this regard. The results showed that there is a positive relationship between the elements of the social investment and the organizational knowledge-making development; when the organizational process is increased due to the social investment, the same degree of the knowledge-making development will be increased in this pavement.

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To Cite This Article: Khodanazar Farrokhnezhad, Ali Akbar Ghasemi, ZeynabBlouki, The Analysis of Relationship between the Social Investment and the Organizational knowledge-making Development: a case study from the Persian Gulf University of Bushehr. *Adv. Environ. Biol.*, 8(21), 908-913, 2014

INTRODUCTION

Different economical theories have been made a revolutionary process in the operation of the organizational affairs in the past decades. This revolution has affected on the various traditional forms of the investment such as buildings and equipments representing new investment forms in this case. These intangible investments play key role in developing and expanding the organizational knowledge potentially. The term "investment" is including many different variables at present days. Some of these include the humanistic, social, customer, intelligence and health investments. Newly the theory of the social investment has been rooted from the sociology as a new high potential and effective power influencing on the organizational performance. The social investment has been also applied in many different social networks as a high potential source by people and it can be also considered as an investment for making the interpersonal relations into the marketplaces. Recently the social investment has constructed some theories about the management studies; this investment is one of the newest concepts playing a key role in the physical and humanistic investments into the whole organizations and communities and today it has been also applied in the field of sociology and economy. In the era of the information and knowledge, the knowledge is the most essential successful factor for people and organizations in long life [8] the knowledge-making organizations (Becker) combine the obtained knowledge with the experiences and regulations to reach to their executive approaches. These organizations understand the whole problems and complexities responding to the new conditions potentially. The most common way for reaching to the organizational knowledge-making process is to constructed groups and special units because the innovation process can be governed by the bilateral thoughts and mental imaginations of the whole experts together. Today due to the vast changes in the organizational operations, different traditional forms of the investment have been represented such as buildings, equipments and financial resources considering new investments in this regard. These intangible investments play key role in developing and growing the organizational knowledge. One of the

most important impacts of the social investment is subjected to the increase and development of the organizational knowledge. The development of the organizational knowledge is the main challenge of the whole organizations because it is considered as the main stimulant for reaching to the satisfactory results and obtaining the competitive benefit in this field. The social investment has been defined in many various viewpoints by many experts and researchers.

According to Francis Fokuyama, the social investment is subjected to an informal norm increasing the cooperation of two sides together potentially. The norms making the social investment can be started between two friends and complex culprits or traditions such as Christianity and Confucius interactions together. According to Coleman the relations between two sides and groups can be governed by the reactions of these sides making the value of the same social structure and giving them to the availability of these people; this also makes people to find their ways to reach to the related targets and purposes.

According to Simmel, the social investment is subjected to the transactions between people happening into their life time [11]. The most important approaches to increase and optimize the knowledge-making ability is explained as following:

1- Obtaining the knowledge: the related knowledge is subjected to those companies seeking to the new knowledge in the world to optimize their power in this regard particularly for special companies. The tool-based application of the knowledge for reaching to the organizational purposes and optimization of the ability in the field of the competitive issue is one of the most common ways of gaining the same knowledge. Companies purchase other companies in order to reach to the new markets allocating top managers for their efficacy for various reasons [12].

2- Hiring: one of the most potential approaches to reach to the new knowledge is subjected to the process of hiring. One of the most famous ways in this case is subjected to the companies' financial support from other research institutions or universities. Another way is to hire consultant for completing the related projects [12].

3- Commitment resources: another common way to reach to the knowledge-making process is subjected to the inter-organizational issues making special units or groups for achieving the same task [12].

4- Friendship or intimacy: it is called for the whole group struggles with other various viewpoints in the field of creating a new knowledge. The coordination of these common struggles can help to the creation of a new form of the knowledge. When people struggle together in different viewpoints and different activity fields, they may reach to the discovery of new and interesting affairs in this path [12].

5- Adaptation: organizations and their surroundings are always changing; the new productions, competitors' strategy, new technologies and economical-social changes and even internal conditions of the whole organizations and the creation of the new knowledge are the main inevitable cases. Hence, some organizations try to induce the special problems and issues before taking place the crisis. The struggle for problem-solving of these issues is the fundamental background for creating the new knowledge [12].

6- Networks: in addition to the formal organizational networks occupying the production of the knowledge such as the research and development, there have been established other organizational scientific units consisting of the most conscious people trying to solve the related problems by making bilateral negotiations [12].

7- Experiences: the main part of the human science is subjected to the experiences during the life time in the history allocating the whole economical and social activities. The job division based on the experience can facilitate and deepen the process of the knowledge [12].

Nasr Esfahani [9] in a research titling "the investigation of the organizational social investment in the service organizations" concluded that the obtained means regarding to the cognitive, structural and social investments factors in Isfahan governmental service organizations have the larger level; hence, it can be concluded that the cognitive, structural and social investment factors have been observed into the governmental organizations of Isfahan City. Hassanzadeh Samari and Mottaghin [6] in a research titling "the impact of the social investment on the organizational interaction" concluded that there is a positive significant relationship between the social investment and organizational Excellency in Tehran Municipality. In other words, by increasing the social investment, the Excellency of the organization will be also increased. Husseinirad [7] a research titling "the investigation of relationship between the social investment and sport participation of citizens ranging from 15-29 years old of Babol City" concluded that there is a relationship between the elements of the social investment and the sport participation. Ramazani [10] in a study regarding to the relationship between two variables of the knowledge management and the indices of the organizational culture according to Robins viewpoint concluded that there is a significant relationship between the knowledge management process and the indices of the organizational culture in the organizations.

METHODS AND MATERIALS

The present study is a descriptive-scaling type of study; the statistical population of the present study includes 163 people that they have been taken up by the simple accidental sampling method using the sample

volume determination formula in the descriptive-scaling based researches. There have been also applied two kinds of questionnaires in order to measure the viewpoints of the scientific board members of the Persian Gulf University as following:

- 1- Social investment measurement inventory
- 2- Knowledge-making measurement inventory

The contextual reliability and validity of the questionnaires have been calculated by the use of Cronbach alpha method 0.89 and 0.94, respectively. The descriptive statistics method including tables, determination of percent, mean, deviation, distribution has been applied to analyze the related data; of course the inferential statistics method has been also applied by the use of correlation coefficient and regression analysis in this study.

Results:

The main purpose of the present study was to investigate the relationship of the social investment with the organizational knowledge-making development in the Persian Gulf University of Bushehr. The research sample includes about 118 people of Bushehr Persian Gulf University scientific members that they have been taken up by the use of accidental sampling method. The results of the correlation coefficient between the dimensions of the social investment and the organizational knowledge-making development in the university have been shown in the following table.

Table: results of the correlation coefficient between the social investment dimensions and the organizational knowledge-making development in university

Table 2: matrix of correlation between the dimensions of the social investment and the knowledge-making development in university

Dimensions of social investment		Social trust	Social security	Social participation	Internal and external group interaction	Conscious and recognition	Feeling of commitment	Knowledge commonality	Learning from each other	Positive communications	
Dimensions of knowledge making development	Organizational culture	Pearson	0.031	0.155	0.206(*)	0.184(*)	0.142	0.216(**)	0.331(**)	0.331(**)	0.305(**)
		Sig	0.736	0.092	0.025	0.045	0.122	0.018	0.001	0.001	0.001
	Organizational structure	Pearson	-0.128	-0.030	0.082	0.304(**)	0.288(**)	0.159	0.284(**)	-0.128	0.252(**)
		Sig	0.165	0.743	0.377	0.001	0.001	0.084	0.002	0.165	0.006
	Knowledge network	Pearson	-0.102	0.268(**)	0.160	0.343(**)	0.273(**)	0.186(*)	0.260(**)	-0.045	0.310(**)
		Sig	0.272	0.003	0.082	0.000	0.003	0.043	0.004	0.631	0.001
	Recruitment	Pearson	-0.132	0.146	0.321(**)	0.425(**)	0.289(**)	0.208(*)	0.308(**)	0.098	0.308(**)
		Sig	0.153	0.113	0.000	0.000	0.001	0.023	0.001	0.289	0.001
	Testing	Pearson	-0.002	0.253(**)	0.309(**)	0.339(**)	0.243(**)	0.259(**)	0.323(**)	-0.007	0.245(**)
		Sig	0.985	0.006	0.001	0.000	0.008	0.004	0.000	0.940	0.007
	Ability-making	Pearson	-0.031	0.271(**)	0.379(**)	0.336(**)	0.266(**)	0.189(*)	0.386(**)	0.017	0.205(*)
		Sig	0.735	0.003	0.000	0.000	0.004	0.040	0.000	0.853	0.025
	Equipment	Pearson	-0.131	0.485(**)	-0.186(*)	0.017	0.004	-0.014	-0.310(**)	0.015	0.338(**)
		Sig	0.155	0.000	0.043	0.851	0.964	0.879	0.001	0.874	0.000
	Scientific communications	Pearson	-0.061	0.067	0.131	0.202(*)	0.064	0.057	0.123	-0.068	0.213(*)
		Sig	0.512	0.469	0.156	0.028	0.489	0.539	0.182	0.646	0.020
	Higher education	Pearson	0.041	0.227(*)	0.066	0.165	0.135	0.039	0.133	-0.124	0.134
		Sig	0.656	0.013	0.477	0.073	0.143	0.677	0.150	0.180	0.145
	Research centers	Pearson	0.122	0.429(**)	0.354(**)	0.375(**)	0.082	0.245(**)	0.297(**)	0.008	0.114
		Sig	0.185	0.000	0.000	0.000	0.000	0.378	0.007	0.001	0.934
Holding seminars	Pearson	0.183(*)	0.461(**)	0.386(**)	0.231(*)	0.174	0.380(**)	0.414(**)	0.078	0.222(*)	
	Sig	0.046	0.000	0.000	0.012	0.058	0.000	0.000	0.401	0.015	

(**): correlation coefficient in (0.001) sig level for test of – domain

(*): correlation coefficient in (0.005) sig level for test of two domains

Based on the above-mentioned table there is a significant positive correlation between the organizational culture and the dimensions of the knowledge-making development and the social participation, internal and external group interaction regarding to the commitment feeling, learning together and common knowledge and communication affairs. The variable of the organizational structure has a positive significant correlation with the internal and external group interaction. The network of the knowledge has significant positive correlation with the social security, internal and external group interaction, conscious and awareness and the communication affairs. The human force employment and recruitment has positive significant correlation with the social participation, internal and external group interaction, conscious and awareness and the communication affairs. The process of testing such as power of ability in terms of the knowledge-making development dimensions has positive significant correlation with the social participation, internal and external interaction, conscious and awareness, feeling of commitment and commonality of the knowledge-making and communication affairs. The

equipments have positive correlation with the social participation, knowledge commonality and communication affairs. The scientific communications have positive significant correlation with the internal and external group interaction. Holding the higher education courses have significant positive correlation with the social security, social participation, internal and external group interaction, feeling of commitment and the knowledge commonality. Holding seminars have positive significant correlation with the social trust, social security, social participation, internal and external group interaction, feeling of commitment, knowledge commonality and communications. The dimension of the knowledge-making is effective in developing the social investment.

Table 3: Summary of models with correlation coefficients

Model	Correlation coefficient (R)	Determination coefficient	Balanced determination coefficient	Estimation criteria error	Statistical changes				
					Changes of correlation coefficient	Changes F	DF 1	DF 2	Sig level
1	0.411(a)	0.169	0.162	36.935	0.169	23.747	1	117	0.000
2	0.482(b)	0.233	0.219	35.640	0.064	9.663	1	116	0.002
3	0.513(c)	0.263	0.244	35.072	0.031	4.786	1	115	0.031
4	0.543(d)	0.295	0.271	34.451	0.032	5.180	1	11	0.025

a- Predictor: fixed degree, variable of internal and external interaction

b- Predictor: fixed degree, variable of internal and external interaction, scientific and international communications

c- Predictor: fixed degree, variable of internal and external interaction, scientific and international communications, knowledge commonality

d- Predictor: fixed degree, variable of internal and external interaction, scientific and international communications, knowledge commonality, learning from each other

e- Dependent variable: development of social investment

Table 4: Variable coefficients.

Model	Non-standard coefficients		Standard coefficients	Value of T	Sig level
	B	Criteria error	Beta		
Fixed degree	196.480	15.175		12.948	0.000
Internal and external group interaction	4.800	0.985	0.411	4.873	0.000
Fixed degree	162.053	18.359		8.827	0.000
Internal and external group interaction	3.680	1.016	0.315	3.620	0.000
Scientific and international communications	3.213	1.034	0.270	3.108	0.002
Fixed degree	143.924	19.877		7.241	0.000
Internal and external group interaction	2.664	1.103	0.228	2.415	0.017
Scientific and international communications	3.092	1.019	0.260	3.036	0.003
Knowledge commonality	2.309	1.055	0.197	2.188	0.031
Fixed degree	159.989	20.762		7.706	0.000
Internal and external group interaction	2.394	1.090	0.205	2.196	0.030
Scientific and international communications	4.120	1.098	0.347	3.753	0.000
Knowledge commonality	2.879	1.067	0.246	2.699	0.008
Learning from each other	-2.199	0.966	-0.204	-2.276	0.025

The multiple regressions applied in order to investigate the above-mentioned hypothesis. Based on the obtained data from the questionnaire of the social investment development and the dimensions of the knowledge-making development, it is expected that some of these knowledge-making dimensions are suitable in compare to the social investment development. Thus, the multi regressions equation applied to evaluate the eleven dimensions of the knowledge-making development on the social investment development that the social investment development has been considered as the dependent variable in this equation and the dimensions of the knowledge-making development has been also considered as the independent variable in the present study. The multi step-to-step regressions applied to testify the related hypothesis of the study. The output results of SPSS have been given in tables 3 and 4. In table 4 the internal and external group interaction is the first

preliminary variable that has been established high potentially in model 1 in compare to other variables. This variable represents about 17% of these effective changes regarding to the social investment development potentially. The scientific and international communications 6%, knowledge commonality 3% and learning from each other 3% have been added to 29% of the mentioned changes. Thus, the variable of internal and external group interaction, scientific and international communications, knowledge commonality and learning from each other can represent about 30% of the social investment development effectively. The whole correlation coefficients of independent variables with dependent variables are significant statistically. In table 4 the independent variable of internal and external interaction has the highest prediction power because this variable with the dependent variable of the social investment has the highest correlation (0.411) and its value T (4.873) is significant. The second variable along with the variable of internal and external group interaction has the highest correlation with $t=3.108$ and the sig level is specified $p<0.05$. In the third phase the variable of knowledge commonality along with two variables with $t=2.188$ is significant in $p<0.05$ entered into the regression equation. In the fourth phase, the learning from each other with $t=2.276$ is significant in $p<0.05$ level as the last variable entered into the regression equation. Hence, four variables entered into the regression but seven cases have been eliminated from the whole 11 variables. It should be mentioned that in the applied modeling way (step-to-step regression) every new variable entered into the equation being exposed to the test phase and never get out of the pattern or model. The regression coefficients of the fourth phase have been reported in table 3. As it shown in the table, the regression equation is given as following:

Estimation of the social investment = $159.989 + 2.394$ (internal and external group interaction) + 4.120 (scientific and international communications) + 2.879 (knowledge commonality) – 2.199 (learning from each other)

Discussion and conclusion:

The obtained results of the first hypothesis are not coincident with the studies of Gholipour [5] and Ashena (2006); these researchers have shown that there is a positive significant relationship between the cognitive dimension of the social investment and job-making; the cognitive dimension of the social investment is related with the phenomenon of values, attitudes, commitments, participation and trust in the system. The obtained results of the second hypothesis are coincident with the research results led by Soltanifar (2008). He showed that the sustainable social problems such as the social security threat can be removed by training public through the media. This study is to investigate the approaches and techniques influencing on the media in order to meet and provide the social security along with persuading people in providing their own security and trying to reduce the criminals. The third hypothesis is coincident with the study of Gholipour [5] and Ashena (2006). These results showed that there is a positive significant relationship between the structural dimension and job-making in the process of inter organizational affairs. The obtained results of the fourth hypothesis are coincident with the research titling the active participation and its causes in the magazine of the law and political sciences faculty. In this study, the main aim is at investigating the viewpoints of the whole experts for political development affairs. Of course the results of the study help the author of the article to see about the active participation of the related countries theoretically. The obtained results of the fifth hypothesis are coincident with the studies led by Alavi, Poushne and Khosravi [1]. The main aim of the study is to determine the degree of conscious and attitudes of the students in the field of maturity health and its relationship with mother educational degree to provide the backgrounds of educational planning in this pavement. The obtained results of the sixth hypothesis are coincident with the results of Delghoshaiee, Tofighi and Kermani [3]. The main aim of achieving the study is to determine the relationship between the organizational atmosphere and staffs and managers organizational commitment. The organizational atmosphere has a positive significant impact on the staffs and managers organizational commitment. Among the organizational atmosphere elements, the group temperament, intimacy, tendency, consideration, dynamism and the penetration have positive relationship but they have negative reverse relationship with the annoyance emphasizing on the production. The whole dimensions of the organizational commitment (emotional, continuous and normative) have positive significant relationship with the organizational atmosphere. Based on the results of the present study, the recovery of the organizational atmosphere can increase the staffs and managers' commitment towards the organizations keeping the abilities of benefits of the organizations in this regard. The obtained results of the seventh hypothesis are coincident with the results of Javier (2004) and Tourani (2006). Javier showed that the organizational performance can be increased by the organizational learning, cohesive participation and technical innovation and executive affairs. Also Tourani believes that the whole discussions on the nature and concept of the learner organization and participation styles can help people to understand the participation concepts easily through the navigation thinking issue and they can share their experience and knowledge together. The existence of this kind of relationship can be confirmed between two variables. The obtained results of the ninth hypothesis are coincident with the results of Patnam (2000). Along with two other Italian co-workers following to amend the Italian central government, he carried out a study through the decentralization and publishing the democracy in the Italian government. Patnam represented the question why the democratic institutions in the North of Italy of

central government are efficient than the Southern ones along with the specified policies in the central government. In addition, what factor can explain the difference of the North and South economical growth in Italy? In North the group institutions work better and many people participate in the elections and the official organizations have better function while in South these officials are not responsible for citizens and the citizens never believe in the local government affairs. The results of the tenth hypothesis are coincident with the articles of Sunny Wang (2007) titling the representation of a model and relations of the social investment and organizational learning and organizational knowledge. The main purpose of the study is to analyze and investigate the relationship between the social investment and the organizational learning and executive sciences transformation affairs. The organizational social investment having a strong relationship with the public knowledge can be considered as the main criteria of the social investment efficiently.

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