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Effective Management of Urban Affairs by Promoting Core Competencies in Zahedan Municipality

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Extended Abstract

Abstract

The most important and most important asset of any organization is its human resources. Quality and capability of human resources is the most important factor in the survival of the organization. A powerful workforce creates a powerful organization. Empowering people means encouraging people to participate more in the decisions that affect their work, that is, to provide people with the space to create good ideas and turn them into action. Empowerment has generally existed since the beginning of human creation; human past life and its evolutionary process throughout history (Mishra, 2019). Accordingly, management scientists believe that employee knowledge and skills are the most important source of competitive advantage of any Organization (Garavan & McGuire, 2007). Therefore, motivated, competent and capable employees are a key factor in the success of the organization and enhancing the feeling of empowerment among the employees is an important task of managers who strive for today's highly competitive and dynamic environment. Together with mutual benefits (Loy et al, 2019). Competence enables one to perform the task skillfully in complex and uncertain situations (Ekrami & Rajabzade, 2012). Taking care of employees' competencies, empowering them, and transforming them into organizational competencies can create a lasting competitive advantage (Kim et al, 2019). Given the policy of increasing the authority and strengthening municipalities in the administration of regional affairs and the goals of district and neighborhood management in urban management, the key role and role of municipalities in the regions can be identified as well as the need for comprehensive and strategic planning for deployment and development of services. Interact in electronic municipalities, realized.

During the years of the Fifth and Fourth Development Plans in the provincial municipality, significant changes have been made to the mission, structure, management, policies and procedures, especially in the area of core competence, and in recent years there has been considerable investment. Human resources training has been undertaken in the organization, but despite the measures taken, the issue of empowerment and competence in a systematic, comprehensive and coherent manner has received less attention. Given the importance of empowerment and competencies of employees and managers in improving the quality of products and services, organizations are looking to empower their employees to deliver better quality services and increase their level of competence. The main objective of this research is to identify the empowerment components, staff competencies and their mutual relationship with each other in order to design and explain the conceptual model of research among Zahedan municipal staff. Accordingly, the main question of the research is: what factors affect the core competencies of Zahedan municipal staff in view of the mission, goals and current and future plans of the organization?

Introduction

The formation of the electronic city is dependent on the development of technology and the empowerment of staff and citizens. Empowering employees in the electronics city needs to improve the core competencies of employees (Bitran & Lojo, 2012).

The purpose of competence in any organization is to provide a model for integrating the performance of the HR system. This model can also be useful in analyzing skills and comparing the available and needed competencies of the organization and individuals (Draganidis & Mentzas, 2016). Diego (2015) considers empowerment to be the nature of supervisors and subordinates' thoughts and states that empowerment is a combination of subordinate psychological states, which is influenced by subordinate empowerment behaviors. Empowerment is not just about empowering employees, it also empowers employees with the knowledge, skills and motivation to improve their performance and improve productivity; it is also a value process that goes from top management to bottom line. The category goes on. Empowerment is the assignment of new responsibilities to managers and they must develop the talent and ability of the staff, encourage them to take risks and recognize successes (Evans & Lindsay, 2017).

Harris et al. (1991) examined the effects of empowerment on the leader-follower theory and evaluated its impact on job satisfaction, financial performance, and employee performance. Amichai et al. (2001) have discussed the issue of electronic empowerment and have focused on the role of the Internet in empowerment. Matthew et al. (1991) have focused on research on team empowerment and effectiveness. Chau et al. (1991) examined the impact of experiences, empowerment, and organizational support on the performance of food service staff.

Case study

The statistical population consisted of 385 people working in Zahedan central municipality, five districts and 13 affiliated organizations. The sampling method used is cluster-stratified sampling, whereby the whole municipality and sub-regions and organizations are considered as total cluster and each organization is considered as a single cluster. Each organization consisted of heterogeneous (office / non-office) groups that identified homogeneous (office / office) classes within each organization (cluster unit) using stratified sampling and distributed 385 questionnaires.

Materials and Methods

The method of this research is descriptive-survey and the research design is correlation analysis. LISREL software was used to confirm the validity of the measuring instruments. Structural equation modeling method was used to analyze the data

Discussion and Results

The findings of the study indicate that the direct effect of structural support on the development of citizen-centered organizational communication, team-based and community-based competencies, competencies related to urban regeneration and entrepreneurship, the competencies of understanding and scientifically understanding the dynamics of the urban environment. , Competencies related to technological infrastructure, competencies related to e-city development, and utilities are significant. In addition, the direct impact of participatory leadership style on meaningful organizational communication, team-building, urban entrepreneurship, environmental dynamics, technological infrastructure, e-city and empowerment is significant. As well as the development of citizen-centered organizational communication, team-centric and collective wisdom competencies, competencies related to urban regeneration and entrepreneurship, the competencies of understanding and understanding the dynamics of urban environments, competencies related to technological infrastructures, The competencies related to e-city development and urban intelligence, the development of community-based competencies and abilities are positive and significant on community-based organizational strategies and the development of e-citizen capacities and capabilities.

Conclusion

Comparing the designed model with the literature and theoretical foundations of the research on empowerment model and key competencies of the present research in the area of effective factors with regard to confirmatory factor analysis (Structural Support for Citizen-Centered Organizational Communication Development, Team-Based Competencies and Benefits Collective wisdom, competencies related to urban regeneration and entrepreneurship, competencies for understanding and understanding the dynamics of urban environments, competences related to technological infrastructure, competencies related to e-city development, and urban services intelligence.) By Barvey Research (2017) , Flynn et al. (2016), Wesseling et al. (2015), Lady Moon et al. (2018), and Rahimnia & Hoshyar (2013) are in line.

Keywords: Empowerment, Key Competences, E-City, Municipal Staff.