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The Study of the Effect of Social Responsibility on Organizational Reputation with an attention on the Mediator of Social Trust (A study Of The City of Bam Utomoil Factory Modiran Khodro Company)

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Extended Abstract

Abstract

Social responsibility is a key factor in the survival of any organization or company that has received special attention in recent years. The research is applied in terms of purpose and in terms of descriptive-correlational survey. The statistical population of the study consisted of 35 employees of Modiran Khodro company which randomly and according to Morgan table the sample consisted of 32 employees. To collect data from Social Responsibility Questionnaire (Adapted from Sarmad et al, 2011 and Carroll, 1999) and Organizational Reputation Questionnaire (Luoma-Aho Standard 2008) and Social Trust Questionnaire (Adapted from kafashi, 2010 and SafariNia & Sharif), Data was analyzed using Spss24 and Smart Pls3 softwares. The reliability of the questionnaire was confirmed by Cronbach's alpha (respectively 0.860, 0.910, 0.843) and its reliability and validity were confirmed by convergent and divergent validity. The results of this study showed that social responsibility has a positive and significant effect on organizational reputation. Among the dimensions of organizational reputation, efficiency (0.50) and respect (0.44) were the most influenced by social responsibility. Regarding the effect of social trust on organizational reputation, the research findings showed that among the dimensions of organizational reputation, respect (with coefficient of impact intensity of 0.58) and service (with coefficient of impact intensity of 0.59), the most influential of social trust.

Introduction

Nowadays, the social responsibility of organizations as a fundamental variable in decision making is considered by the general public, organizations and governments. Organizations must consider the consequences and impact of their activities on the community and community members. The basic idea of social responsibility is that the business sector should play a deeper role in the production of goods and profits in society. This role includes social and environmental actions to make the world a better place to live. On the other hand, social responsibility has an undeniable impact on organizational reputation. Reputation is an intangible asset and one of the most important and vital elements for an organization to survive, so it is defined as a "benchmark of competitiveness and differentiation. In this study, the effect of social responsibility on organizational reputation was investigated and social trust variable was considered as a mediating variable. On the whole, social trust is one of the most important aspects of human life, so that today human beings are not capable of social life to a great extent without social trust. In this study, we attempt to measure the impact of social responsibility on organizational reputation with regard to the mediating role of social trust in The City of Bam Utomol Factory Modiran Khodro Company.

Case study

The statistical population of the study consisted of 35 employees and manager of the Modiran Khodro company that 32 people randomly selected according to Morgan table.

Theoretical framework

Social responsibility is a kind of feeling that the managers of private business organizations have towards society. The signal is that managers make the decision to improve the welfare level of the community as well. in a simpler definition, it can be said that corporate social responsibility means the organization's consideration of stakeholder interests beyond the legal requirements and its purpose is to minimize any damage caused by the organization's activities and maximize the beneficial effects. Many models have been proposed regarding the constituents of corporate social responsibility. One of the first definitions of corporate social responsibility is the Carroll model, introduced in 1979. Carroll's famous pyramid of responsibilities is based on legal and economic responsibilities as the most important of organizational responsibilities and ethical and voluntary humanitarian responsibilities that can be addressed by all societies. Nowadays, optimizing the organizational mentality (organizational reputation) is one of the most essential and inevitable issues in the development of organizations and the cornerstone of their development and evolution, as well as the chemical evolution of the

organization's activities. Organizational reputation based on the Luoma-Aho model is based on five dimensions: respect, efficiency, service, authority, trust. Trust is one of the essential conditions for the survival of any society. Trust consists of five dimensions: honesty, confidence, openness, cooperative tendencies, and trust-based behavior.

Methodology

In this study, the effect of social responsibility on organizational reputation was investigated and social trust variable was considered as a mediating variable. The statistical population of the study is The City of Bam Utomil Factory Modiran Khodro Company. Thirty-five employees were estimated and 32 people were selected by simple random sampling according to Morgan table. Questionnaires were used for data collection. Five Likert spectra were used to answer the questions. SPSS and PLS were used for data analysis. The reliability of the questionnaire was confirmed by Cronbach's alpha and its composite and its reliability was confirmed by convergent and divergent validity.

Discussion and Results

The results showed that social responsibility has a positive and significant effect on organizational reputation. Among the dimensions of organizational reputation, efficiency (with a coefficient of intensity of 0.50) and respect (with a coefficient of impact intensity of 0.44) had the most impact on social responsibility. Regarding the effect of social trust on organizational reputation, the research findings showed that among the dimensions of organizational reputation, respect (with coefficient of impact intensity of 0.58) and service (with coefficient of impact intensity of 0.59), the most influential of social trust. The magnitude of the impact of social responsibility on indirect organizational reputation is 0.36, which means that almost one quarter of the total effect of social responsibility on indirect reputation organizational is explained by the social trust variable.

Conclusion

On the first hypothesis of research show that Social responsibility has a positive and significant impact on organizational reputation. Among the dimensions of organizational reputation efficiency, (with a coefficient of effect intensity of 0.50) has the most impact on social responsibility. The results of the second hypothesis show that Social responsibility has a positive and significant effect on social trust. The results of the third hypothesis showed that Social trust has a positive and significant impact on organizational reputation. Among the dimensions of organizational reputation, respect (with a coefficient of effect intensity of 0.59) was most influenced by social trust. The social trust variable was considered as the mediating variable, and 0.36 of the total effect of social responsibility on organizational reputation is indirectly explained by the social

trust variable. According to the findings of the research, suggestions are made to improve the performance of Company. 1- increased corporate support for environmental activities, as well as financial and non-financial support that the company can provide in relation to sports, cultural, educational institutions, etc. 2- Paying attention to speeding things up, selecting the right managers for Modiran Khodro, and doing things according to the plan and clearly articulating goals and creating consistency in the organization has increased efficiency.

Keywords: Social responsibility, Organizational reputation, Social trust, Modiran Khodro Company