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Measurement of the status of professional ethics based on districts of the city of Isfahan from the viewpoint of citizens[1]

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Abstract
The present study aims to measure the status of professional ethics based on the districts of Isfahan from the viewpoint of citizens. The research method is combined (qualitative and quantitative). In the qualitative section, qualitative content analysis method of conventional type including open and axial coding was used; and the statistical population consisted of 91 municipal managers of Isfahan among whom 15 were purposefully interviewed. In the quantitative section, data collection was descriptive and survey type; and, using the results of the qualitative method of the first stage, the criteria of professional ethics were obtained through findings of the interview and then a researcher-made questionnaire of professional ethics was developed. To answer the questions, one-sample t-test, Friedman test, and Pearson correlation coefficient test were used. The results showed that the average professional ethics in all districts of Isfahan Municipality, except for District 5, is at an average level. Application of professional ethics criteria in urban management measures is at a favorable level. From the citizens' point of view, the priorities of observing the subscales were moral solution, recognizing moral issues, norms and values, trying to implement ethics, and effective factors and conditions.

Keywords: professional ethics, Isfahan city districts, municipalities

1 The article is taken from the Ph.d Thesis of Ms. Zeinab Ghorbany entitled «Measurement of the status of professional ethics based on districts of the city of Isfahan from the viewpoint of citizens»

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Introduction

Today, in management of organizations, both at the macro and micro levels, we see events the root of most of which must be sought in ethics and moral characteristics of managers and employees. The reason for much slacking, lack of attention to client affairs, lack of compassion for the organization, lack of attention to community norms, extreme profiteering and lack of attention to social responsibilities, prevalence of embezzlement and reduced public trust and the like can be considered to be lack of morality in managers and employees.

In fact, in the age of knowledge-based urbanization, with the move from the border of traditional urban development toward modern and then postmodern urban development and architecture, related organizations gradually shift their focus from physical assets toward knowledge-based human resources and interaction with the surrounding environment of the organization. In the meantime, the mission of professional ethics as knowledge and its main ideal, namely solving moral problems in business, require certain specialized knowledge, and this knowledge is the same professional ethics (Faramarz Gharamaleki, 2007). The first duties of professional ethics are to develop rules based on ethics in the considered job. In most cases, ethics refers to the standards for determining the appropriate level and desirability (Kumer, 2014). Bagil (2014) argues that professional ethics is the art or science of maintaining a harmonious relationship between society, its various groups and institutions, and reorganizing the moral responsibility of accuracy or inaccuracy of business behavior. On the other hand, organizations' lack of attention to professional ethic and weakness in adhering to ethical principles in dealing with the organization's human resources and external stakeholders can create problems for the organization and question the organization's legitimacy and actions (Koonmee et al., 2010).

One of the areas of interest in urban development theories and urban management approaches in the recent decade is the relationships that have led to failure to achieve the expected results in urban plans. On the other hand, concerns about proper relationships between local government, society, and the individual have led to more and more attention being paid to ethical issues in this area. Also, existence of ethical decision-making models in the world as well as the emphasis of the second five-year development plan and 20-year vision document of Iran on ethical values make it necessary to conduct researches on determining the criteria of professional ethics in urban management and formulating a conceptual framework.

Although in the process of management and planning of urban plans, negotiations and consultations about the plans and issues in the meetings and decision-making through consensus is one of the common methods in decision-making process at managerial level in the city of Isfahan, but adherence to professional ethics by urban management managers in an organization is essential, because they ensure long-term benefits of urban management by making rational and wise decisions. Therefore, it is useful to identify the criteria of professional ethics of urban managers for solving the problems of certain issues that people face. It also improves their ethical beliefs and behaviors and provides the necessary guidance for professional people in determining the appropriate action.

The present study, using previous researches, seeks to introduce and present the criteria of professional ethics regarding urban management measures from the viewpoint of citizens, as examining the position and

status of ethical standards in urban management can help to take appropriate measures to reduce the gap between the current situation and the favorable one and to improve the status of such standards.

Review of literature

Urban management

The foundation of urban management is to take an active role in development, management, and coordination of resources in order to achieve goals of urban development (Babaei and Ebrahimi, 2016). Urban management is management of urban affairs in order to promote sustainable management of urban areas at local level, taking into account adherence to the national, economic, and social goals and policies of the country. Urban management is a broad organization composed of formal and informal elements and components effective and relevant in various social-physical dimensions of urban life aiming to manage, control, and guide comprehensive and sustainable development of the city (Hajiani et al., 2012). Urban management is referred to all institutions, organizations, and individuals that are formally or informally influential in the process of urban management. In other words, urban management does not just include municipality and the city council, and any element that has some effect in some way on the city's management process is included in this area (Lotfi et al., 2009). Urban management is an effort to coordinate and integrate public and private actions to overcome the problems faced by urban residents and to create more competitive, fair, and sustainable cities (Babaei and Ebrahimi, 2016). Urban management is the process of integrated development, implementation, coordination, and strategic evaluation that is carried out with the help of urban actors and taking into account goals of the private sector and interests of citizens in a political framework that has been determined at the highest level of government to achieve sustainable economic development (Dijk and Pieter, 2006).

Professional ethics in urban management

Kitchener (1984) considers five moral principles of autonomy, benevolence, justice, not harming, and loyalty in the issue of professional ethics (Mollai et al., 2015). Roman (2003), based on theories of professional ethics, considers the dimensions of professional ethics to be task-oriented, justice-oriented, selfish, and altruistic ethics (Shabani Azadbani, 2017). Simmons (2008) has mentioned distributive justice, observance of rights, utilitarianism, caring for and attention to employees, and working conscience of employees as the indicators of professional ethics in organizations. Ming and Tam (2014) refer to three types of work values including instrumental values (benefits, payment, and working hours), cognitive values (interest in work, success, and non-dependence), and emotional values (relationships with colleagues, supervisors, and other people). Schultz and Tran (2015) examine business ethics in two dimensions of managerial and professional ethics. These two researchers have examined professional ethics based on confidentiality, performance of duties according to the law, non-violation of ethical and professional standards, and decisions based on professional credibility. Rahmatzadeh (2015) in his article considers the principles of professional ethics and social expectations as: 1. honesty, 2. fairness and equality, 3. trustworthiness, 4. loyalty and sense of social responsibility.

Overall, today professional ethics as a branch of ethical knowledge examines ethical duties in a profession and its ethical issues and seeks to provide methods

and guidelines that determine these duties for individuals and professional groups. Professional ethics has traditionally been human-centered and with the motivation of serving others that these have evolved throughout history. But today, sometimes human is in service of profession, and profession also has become a tool for his merely material goals (Shafiehpour et al., 2017).

Conditions for ethical actions of urban managers

Conditions both play a background role in formation of a moral decision, and by evaluating it, moral status of an environment can be measured (Mashhadi Zadeh Dehaghani, 2016). Stainer and Stainer (1995) argue that ethical behavior of management is formed by five main factors:

1. Business status and conditions;
2. Tasks to be performed;
3. Group of colleagues;
4. Leadership style;
5. Past experience.

In addition to these, the external environment and also the society's perception of the organization are very important and effective (Abzari and Yazdanshenas, 2007). According to Ferrel and Gresham (1985) different ways of making decisions and behaviors of different people are not random, and individual characteristics (including knowledge, traits, intentions, and individual values) and organizational characteristics (such as interaction with colleagues, leadership and supervision, power and influence of managers, existence of a code of professional conduct) are effective in emergence of such behaviors (Kazemian et al., 2017). Daftar (2003) considers four factors affecting ethics in management as follows:

Organizational culture (including founders, past experiences, heroes, slogans, and patterns),

Individual ethics (including individual beliefs and values),

Environmental and extra-organizational factors (including regulations, customers and clients, specific groups, stakeholders, and market forces),

Organizational structure (including policies and regulations, ethical principles, reward system).

Values and norms affecting ethical actions of urban managers

Ford and Richardson (1994) in their studies on the effect of individual variables on moral decision-making have pointed to the influence of religion and religious beliefs. In addition to religion, they have referred to other individual characteristics such as nationality, age, gender, type of education, years of education, type of employment, years of employment, Machiavellianism, control center, role conflict, ambiguity in role, and values; and have examined their impact on ethical decision-making. According to the studies by Trevino and Youngblood (1990), control center has the strongest direct impact on the results of ethical/unethical decision-making and earns a high score in this regard, because judgment based on introversion or internalization scale can lead to ethical decision-making. According to Fainstein (2015), justice should be a criterion for effectiveness of public policies, not utility as a goal. If a policy is designed to serve the most disadvantaged groups without wasting resources, then it is an efficient policy even if it does not maximize sum of cost/benefit. Feinstein, after numerous philosophical and empirical debates and examining different types of justice-related votes in the city, concludes that the main criteria of a justice-oriented city are: equality, democracy, and diversity (Saeedi Rezvani and Nourian, 2014). On the other hand, urban developers are obliged to consider equal

opportunities to use urban facilities such as sports, cultural, artistic, educational, etc. facilities in designing a city. However, paying attention to equal right of citizens to access urban facilities, while paying attention to their differences, is something that must necessarily be considered. This means that maintaining the identity of neighborhoods, cultures, ethnicities, etc. in a city along with allocating equal service, business, educational, and green spaces and facilities must necessarily be taken into account, and neighborhoods and urban places should be distinguished based on their differences (Ghorbani, 2016).

Procedural approach to ethical decision-making

By examining approaches and models, it can be said that ethical decision-making has three basic stages: recognizing ethical issues, finding an ethical solution, and trying to implement it ethically. These stages are compared to what has been considered in researches in Table 1:

Table 1: Comparison of basic stages of ethical decision-making process with the proposed researches

Basic stages of ethical decision-making process	Ethical decision-making process by Rest (1986)	Ethical decision-making process by Jones (1991)	Ethical decision-making process by Cooper (2006)
Recognizing ethical issues	Ethical perception	Severity of moralities, recognizing the ethical issue	Description of the problem, defining the ethical problem
Finding an ethical solution	Ethical judgment, ethical desire	Ethical judgment, ethical intention	Identification of practical options, planning for possible consequences
Trying to implement ethically	Doing ethical action	Ethical behavior	Choosing the best option

According to Rest (1994), the process of ethical decision-making begins with identification of the ethical issue component, which occurs with ethical sensitivity. Ethical sensitivity means knowing that analyzing a particular ethical issue may affect well-being of others. This component includes understanding and interpreting cognitive components of the situation and assessing the impact of potential options on comfort of others. Ethical decision-making begins with an individual's understanding of the ethical problem (Patterson, 2001).

The difference between managers and researchers in the field of ethics is that their duties are not limited to recognizing ethical issues, but they also need to find ethical solutions for the society under their management. Usually, the ethical issues that urban managers face do not have clear and easy solutions. The first step in finding the ethical solution is to list the available options (Mashhadi Zadeh Dehaghani, 2016). One of the most important of these is to pay attention to the possible consequences and effects of the options (Hunt and Vitell, 1986). It is also necessary to pay attention to the demands of beneficiary groups (stakeholders) and, more generally, commitments of urban management toward citizens (Cooper, 2006).

Difficulty of the work of urban managers in comparison with other urban developers can be considered to be in the task of

implementing urban development plans (Mashhadi Zadeh Dehaghani, 2016). The individual evaluates the perceived problem, the options, and the results to achieve an ethical judgment. These ethical judgments affect the individual's behavior (Peterson, 2001). Part of the ethics of implementing urban development plans can be in the use of technical knowledge standards (Society of Consultant Engineers, 2005). Also, in accordance with the advices of good urban governance, it is necessary for urban managers to build trust in stakeholders (Mashhadi Zadeh Dehaghani, 2016).

In the present study, the theoretical framework of research is a combination of two normative and process approaches. In content approach, mainly the normative theories of ethical decision-making have been considered which have included two dimensions of "conditions and factors" and "norms and values". Taken together, these dimensions both play the role of a background for formation of an ethical decision and by evaluating them the ethical status of the system can be measured.

Table 2: Theoretical framework of research

Dimensions	Criteria	Indicators	Measures	References
Content	Effective conditions and factors	Individual	Full proficiency in professional urban development principles, managers' awareness of citizens' and the city's daily needs, employees' work conscientiousness, crisis management capability	Ferrel and Gresham (1985), Trevino (1986)
		Environmental	Ethical culture, organizational managers' caring and providing service to employees	ASPA (2013), Cooper (2006)
		Organizational	Rules and regulations, a space for criticism and evaluation, political issues and politics, adherence to the rules of the framework in line with the rights and interests of the general public, friendly relations based on the law between employees, ethical charter	Chang (2000), Ferrel and Gresham (1985), Johnson and Riley (2008)

Dimensions	Criteria	Indicators	Measures	References
	Norms and values	Populism	Importance of citizens' public satisfaction, maintaining public and citizen interests, continuous and constructive relationship with citizens and stakeholders	Sharp Pine (1994), Ziontz (2006), Society of Consulting Engineers (2005), Johnson and Riley (2008), Miller and Wahr (2007), Armatiasen (2013), Eisenbes (2012)
		Justice	Equal decisions based on justice, equality of freedoms and opportunities while paying attention to the differences between citizens, the principle of impartiality, being free from profiteering considerations	Kadivarz (2000), Rahmatzadeh (2005), Ziontz (2006), John Rawls, Lois (2005)
		Responsibility	Continuous and effective demanding by people and citizens, belief in the virtue of working, commitment to ethical values, special attention of managers to increasing quality of urban affairs	Kadivarz (2000), Miller and Wahr (2007), Rahmatzadeh (2005)
		Accountability	Full understanding of citizens' problems and needs, accuracy in dealing with urban issues, ability to make better decisions in specific and immediate situations	Eisenbes (2012), Society of Consulting Engineers (2005),
		Structural	Non-violation of ethical and professional standards, determination of the role of professional ethics for all those involved in urban management	Society of Consulting Engineers (2005), Kohlberg (1985), Armatiasen (2013), Harvey (2005), Ghorbani (2016)
Procedural	Recognition of ethical problems	Definition of problem	Identification of injuries and how to use opportunities and turn them into situations, special attention to correct specialized decisions in the field of urban development	Dehaghani (2016), Society of Consulting Engineers (2005), Cooper (2006), Hunt and Vitell (1986), Cooper (2006)
		Status of actors	Application of ethical values against unethical values, awareness of the effects of performance on stakeholders, setting an appropriate model of urban development in the world and moving toward becoming a utopia	Cooper (2006), Kazemian (2004), Rest (1986)

Dimensions	Criteria	Indicators	Measures	References
	Finding an ethical solution	Building the options	Use of veterans' experiences and citizens' creativity, creating a personal thinking room and thinking with others	Hunt and Vitell (1986), Cooper (2006), Lois (2005)
		Choosing the ethical option	Identifying capable people for being used in the right place, use of human resources based on meritocracy and expertise and commitment, formulating a framework of rules and principles with a meta-regional view	Campbell and Marshall (1998), Society of Consulting Engineers (2005), Rest (1986), BSHF (2000), Schultz and Tran (2015)
	Trying for ethical implementation	Ethical implementation	Informing and providing general and specialized training to the subordinates about professional ethics, creation and development and optimization of urban infrastructures, development of parks and green spaces, trying to preserve water and soil and air from pollutions, security and implementation of passive defense, penalizing unethicality in the organization, clarifying the process of all matters from the initial request to the final notification, involving public participations in decision-making process	Society of Consulting Engineers (2005), ASPA (2013), Mashhadi Zadeh Dehaghani (2016)
		Supervision and revision	Receiving complete report after the end of the mission, evaluation of the output of urban plans, continuous evaluation of individual ethics and interactions in the group, evaluation of compliance with the laws of the working environment and the specialized field, monitoring through the relevant authorities	Daft (2003), ASPA (2013), Lois (2005), Society of Consulting Engineers (2005), Mashhadi Zadeh Dehaghani (2016)

Methodology

The research method is combinative; in other words, the research approach suitable for this research is qualitative and quantitative because combinative method, taking advantage of the strengths of both qualitative and quantitative researches, is a step forward.

In the qualitative part of research, in order to obtain the criteria of professional ethics, qualitative content analysis method of conventional type, including open and axial coding was used. For this purpose, in the data open coding stage, the results of the interview that we had recorded were first written down and examined. The interview was conducted using Delphi method such that for designing the tool of the qualitative section, some open-ended questions were developed for conducting a semi-structured interview. For this purpose, the researcher,

studying and examining the existing theoretical foundations designed the framework for conducting the interview. Then the concepts were placed in groups of categories and then in large conceptual categories. In axial coding stage, the main categories were determined and then categorized. It should be noted that in the course of these stages, concepts that were semantically repetitive and closely related were eliminated or merged, and finally, according to the opinions of professors, a suitable title for each group of concepts was selected and it was introduced as a component of professional ethics. The reliability and validity of the criteria and components of professional ethics have been measured. The statistical population of the research in the qualitative section is consisted of managers of Isfahan Municipality that, according to the information obtained at the time of the study, their number is equal to 91 people among whom we tried to select some from managers of each region. Therefore, the statistical sample in the qualitative section was purposefully selected and 15 managers were interviewed.

In the quantitative section, data collection was descriptive and survey type. In this method, using the results of the qualitative method of the first stage, the criteria of professional ethics were obtained through the results of the interviews and then a researcher-made questionnaire of professional ethics was developed and was used for collecting the data of the quantitative section. To answer the questions, single-sample t-test and Friedman test were used, and Pearson correlation coefficient test was used to analyze the correlation between the criteria constituting professional ethics in order to evaluate urban management measures. Regarding spatial data analysis, geographic information software programs (GIS) such as ArcGIS were used to determine the level of professional ethics in urban management measures in Isfahan in terms of municipal districts. The statistical population in the quantitative section is consisted of citizens. In the quantitative section, using Morgan table, 384 citizens over the age of 20 in Isfahan were selected as the sample. Among these, the statistical sample was selected according to the number of districts of Isfahan by simple random sampling method.

Table 3: Population of the city of Isfahan by districts

District	Population	District	Population	District	Population
1	79091	6	112129	11	58841
2	69120	7	168732	12	136376
3	110368	8	239756	13	132469
4	133731	9	75168	14	16485
5	150865	10	207803	15	121961

After analyzing the data obtained from the interview, the indicators and criteria of professional ethics in urban management measures were extracted which include the indicators of effective factors and conditions (individual, environmental, and organizational effective factors and conditions), norms and values (democracy, justice, responsibility, accountability, structural norms and values), recognition of ethical issues (defining the problem, describing the status of actors), ethical solution (building the options, choosing the ethical option), and trying for ethical implementation (ethical implementation and supervision and revision). For this purpose, the questionnaire was designed based on Likert scale which was used to measure the criteria of profes-

sional ethics in urban managers.
In this study, Cronbach's alpha was used to measure reliability of non-spatial indicators separated by the dimensions of professional ethics of urban managers in the quantitative section. The reliability results of the research variables are reported in Table 4.

Table 4: Results of reliability criterion of latent research variables

Criteria	Indicators	Alpha	CR	AVE
Ethics in urban management	Justice-oriented ethics	0.720	0.797	0.583
	Virtue-oriented ethics	0.701	0.863	0.494
	Benefit-oriented ethics	0.712	0.801	0.576
	Total	0.743	0.808	0.366
Effective factors and conditions	Individual effective factors and conditions	0.714	0.774	0.438
	Organizational effective factors and conditions	0.725	0.757	0.366
	Total	0.751	0.803	0.332
Norms and values	Populism	0.726	0.845	0.646
	Justice	0.713	0.780	0.534
	Responsibility	0.777	0.857	0.600
	Accountability	0.716	0.882	0.516
	Structural	0.715	0.756	0.620
	Total	0.848	0.882	0.386
Recognition of ethical problems	Definition of problem	0.752	0.781	0.421
	Description of the situation for others	0.741	0.806	0.512
	Total	0.762	0.824	0.347
Ethical solution	Building the options	0.784	0.902	0.822
	Selecting the ethical option	0.740	0.852	0.657
	Total	0.813	0.870	0.573
Trying for ethical implementation	Ethical implementation	0.718	0.816	0.471
	Supervision and revision	0.877	0.899	0.430
	Total	0.909	0.922	0.413
Professional ethics	-	0.713	0.787	0.392

The appropriate value for Cronbach's alpha and combined reliability is 0.7 and AVE value is higher than 0.3.

Data analysis

According to measurement of validity of the test and the indicators explained for professional ethics and in order to measure the validity, 30 experts in the field of urban management were selected and an online questionnaire was prepared that 15 people answered

the relevant questionnaire and valued the developed indicators. After valuing each of the indicators by the experts, CVI and CVR indicators for each of them were calculated. Based on the results of validity analysis of the indicators of professional ethics and the number of responses received (15 cases), all the indicators whose CVR value is more than 0.49 were confirmed, and in other words, according to the considered criterion, they needed to be evaluated.

Hair (2006) Table average calculation scale was used in order to measure the status of professional ethics. If the average obtained is in the range 1-2.33, it is estimated to be weak; if it is in the range 2.34-3.66, it is estimated to be moderate, and if it is in the range 3.67-5, it is estimated to be strong (Hair, 2006).

Table 5: Mean and standard deviation of professional ethics in terms of urban management organizations

Organization	Number	Mean	Standard deviation
Isfahan Municipality	91	3.245	0.438
Isfahan City Council	3	3.124	0.566
Deputy of Urban Development and Architecture	5	3.167	0.155
Governorate	11	3.306	0.414
Members of the Commission of Article 5	12	3.096	0.526
Isfahan Urban Management	122	3.230	0.431

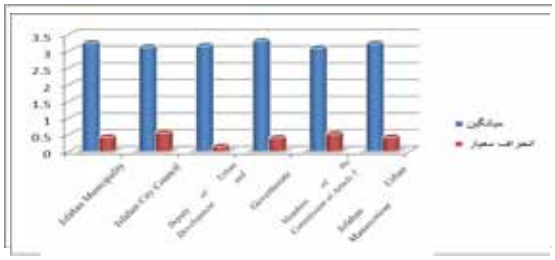


Figure 1: Mean and standard deviation of professional ethics in terms of urban management organizations

Table 5 and Figure 1 examine the status of professional ethics in terms of urban management organizations. The average professional ethics of urban management in Isfahan is equal to 3.230 and the standard deviation is equal to 0.431. Given that the average obtained is in the range of 2.34-3.66, so it is in a moderate level.

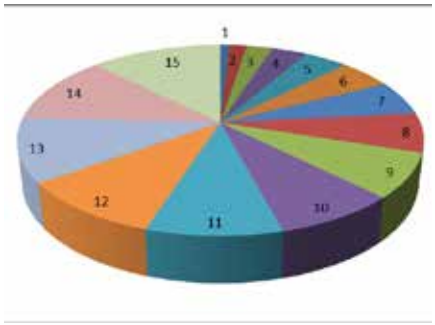
According to the results, the average obtained for municipalities of 15 districts of Isfahan is 3.24, for Isfahan City Council is 3.12, for Deputy of Urban Planning and Architecture is 3.16, for Governorate is 3.30, and for Article 5 Commission is 3.09. Given that the obtained averages are in the range of 2.34-3.66, therefore, the status of professional ethics of urban managers in municipalities and affiliated organizations is at a moderate level.

According to the results, the status of professional ethics in municipalities and affiliated organizations is at a favorable level. The highest average is related to the governorate and the lowest average is related to the members of Article 5 Commission of the city of Isfahan.

Table 6: Mean and standard deviation of professional ethics in terms of municipal districts of the city of Isfahan from the viewpoint of citizens

District	Number	Mean	SD
District 1 of municipality	25	3.49	0.431
District 2 of municipality	26	3.23	0.436
District 3 of municipality	26	3.27	0.507
District 4 of municipality	26	3.59	0.490
District 5 of municipality	25	4.21	0.441
District 6 of municipality	26	3.12	0.789
District 7 of municipality	25	3.58	0.380
District 8 of municipality	26	3.58	0.337
District 9 of municipality	26	3.58	0.408
District 10 of municipality	25	3.59	0.457
District 11 of municipality	26	3.50	0.455
District 12 of municipality	26	3.52	0.452
District 13 of municipality	26	3.53	0.444
District 14 of municipality	25	3.54	0.453
District 15 of municipality	25	3.56	0.427
Total	384	3.52	0.517

Figure 2: Average professional ethics in



terms of districts of the city of Isfahan from the viewpoint of citizens

Table 6 and Figure 2 examine the status of professional ethics of the municipality in terms of districts of Isfahan from the viewpoint of citizens. According to the obtained averages which are in the range of 2.34-3.66, the average professional ethics of all districts of Isfahan municipality, except for District 5, is at a moderate level. The average professional ethics of District 5 of Isfahan is at a strong level as the averages are in the range of 3.67-5. According to the results, the highest average is related to the municipality of district 5 (4.21) and the lowest average is related to the municipality of district 6 (3.12).

In the following, given the main research question about the status of professional ethics criteria in urban management measures from the viewpoint of citizens of Isfahan, single-sample t-test was used.

Table 7: Results of single-sample t-test on the status of professional ethics criteria in urban management measures from the viewpoint of citizens

Criteria	Indicators	Mean	SD	T	Difference	
					Bottom	Bottom
Effective factors and conditions	Individual effective factors and conditions	3.38	0.66	99	3.31	3.44
	Organizational effective factors and conditions	3.25	0.72	88	3.17	3.32
	Total	3.32	0.61	105	3.26	3.38
Norms and values	Populism	3.69	0.90	79	3.60	3.78
	Justice	3.38	0.78	84	3.30	3.46
	Responsibility	3.41	0.89	75	3.32	3.50
	Accountability	3.42	0.71	93	3.35	3.50
	Structural	3.93	0.79	96	3.85	4.01
	Total	3.53	0.63	109	3.47	3.59
Recognition of ethical problems	Definition of problem	3.90	0.57	133	3.84	3.96
	Description of the situation for others	3.96	0.72	107	3.89	4.03
	Total	3.92	0.54	142	3.87	3.98
Ethical solution	Building the options	4.20	0.79	103	4.12	4.28
	Selecting the ethical option	4.12	0.70	114	4.05	4.20
	Total	4.15	0.65	123	4.09	4.22
Trying for ethical implementation	Ethical implementation	3.43	0.67	99	3.36	3.50
	Supervision and revision	3.46	0.69	97	3.39	3.53
	Total	3.44	0.65	102	3.37	3.51

According to the results in Table 7, the value of sig for all the indicators and criteria of professional ethics in urban management from citizens' point of view is at the level of 0.000 and value of df= 383, which shows that H0 hypothesis is rejected and H1 hypothesis is accepted. The average of all components shows that the status of professional ethics criteria in urban management measures is favorable from the viewpoint of citizens of Isfahan, or all the criteria have a relative agreement.

Table 8: Friedman test for prioritization of indicators of professional ethics in urban management measures from the viewpoint of citizens

Criteria	Average rank
Effective factors and conditions	2.79
Norms and values	3.85
Recognition of ethical problems	5.32
Ethical solution	5.83
Trying for ethical implementation	3.40
n= 384, df= 6, x^2= 642.017, p-value= 0.000	

According to Table 8 and emphasizing the amount of the obtained Chi-2 (642.017), which is significant at the level of 0.000, it can be said that the amount of difference between the criteria was different. Based on the obtained results, the priority of observing the subscales is as follows:

1. Ethical solution;
2. Recognition of ethical problems;
3. Norms and values;
4. Trying for ethical implementation;
5. Effective factors and conditions.

In the following, the correlation coefficient between the criteria of professional ethics in urban management measures is examined, which have been studied and measured in this study.

Table 9: Correlation coefficient of the criteria constituting professional ethics in urban management measures

Criteria	1	2	3	4	5
Effective factors and conditions	1				
Norms and values	**0.782	1			
Recognition of ethical problems	**0.701	**0.818	1		
Finding ethical solution	**0.560	**0.651	**0.705	1	
Trying for ethical implementation	**0.387	**0.427	0.374	**0.515	1
**: Correlation is significant at the 0.01 level (1-tailed).					

According to the results, there is a direct and significant relationship between all the criteria constituting professional ethics at the error level of less than 0.01, and only the relationship between effective conditions and factors and recognition of ethical problems and trying for ethical implementation was not significant. In other words, internal correlation coefficients of all the criteria constituting professional ethics were quite significant.

Discussion and conclusion

The present study generally aimed to evaluate urban management measures of the city of Isfahan based on professional ethics criteria and to answer the key question of how is the status of urban management measures of Isfahan based on professional ethics criteria.

In this field, several models have tried to provide a codified method for measuring professional ethics, each of which has looked the issue from a different perspective. Accordingly, each of the models presented to measure work ethic have had strengths that have tried to develop their previous models. This is while experimental researches to date have not prioritized one model over another. Therefore, it is better to use the general knowledge that the models provide. Rest (1986), Ferrel, Gresham, and Frederick (1985), Hunt and Vitell (1986), Jones (1991), and Patterson (2001) used ethical issues in their models. In their model, Ferrel and Gresham (1985) have implicitly referred to this factor. The only major difference between these models is that some models have referred to development of cognitive ethics as a vital factor in decision-making process. While other models believed in evaluation, Ferrel, Gresham, and Frederick (1985) used both factors (development of cognitive ethics and ethical evaluation) in their model. The basis of this theory is the theory of behavioral reason which has been proposed in the field of social psychology by Ajzen and Fishbein (1975) and (1980).

Richardson and Ford (1994) argue that the study of ethics does not require more models for ethical behavior, but rather requires testing the existing models such as Jones (1991) model. Jones' 1991 model integrates previous models and introduces concepts that were not presented in previous models. Wittmer (2005) following the integration of various aspects of previous works, such as Rest, Jones, Trevino, Clarkson group, Ferrel, Gresham, and Frederick, presented his proposed general model which is a behavioral model. At the center of this model are the processes involved in Rest quadruple model (1984, 1986), such that ethical decisions as the result or part of sensitivity, understanding of the ethical issue, and the reasoning used to draw conclusions about what should be done in such a situation, are considered. Also, most of the ethical decision-making models proposed are based on Kohlberg's model of ethical development, and most of the researches on professional management ethics are based on Rest (1986) model.

Accordingly, as on the one hand, the duties of urban managers are not limited to solving organizational or clients' problems, but deal with the interests of all citizens, and on the other hand, urban managers, like others, need relatively simple practical tools to be able to act according to the standards of professional ethics, therefore, a combination of value principles (in terms of the nature of duties of urban managers) and decision-making processes (in terms of practicality and availability of specific tools for managers) should be considered.

In the present study, given the main purpose of the research, we have tried to determine the status of professional ethics indicators in urban management measures by districts:

District 1: The highest average in District 1 of Isfahan is related to the ethical option and the lowest average is related to justice.

District 2: The highest average in District 2 of Isfahan is related to the ethical option and the lowest average is related to justice and responsibility.

District 3: The highest average in District 3 of Isfahan is related to the ethical option and the lowest average is related to respon-

sibility.

District 4: The highest average in District 4 of Isfahan is related to the ethical option and the lowest average is related to organizational factors and conditions affecting urban management measures.

District 5: The highest average in District 5 of Isfahan is related to structural norms and values and the lowest average is related to justice.

District 6: The highest average in District 6 of Isfahan is related to the ethical option and the lowest average is related to responsibility.

District 7: The highest average in District 7 of Isfahan is related to the ethical option and the lowest average is related to supervision and revision.

District 8: The highest average in District 8 of Isfahan is related to the ethical option and the lowest average is related to organizational factors and conditions affecting urban management measures.

District 9: The highest average in District 9 of Isfahan is related to the ethical option and the lowest average is related to ethical implementation and supervision and revision.

District 10: The highest average in District 10 of Isfahan is related to the ethical option and the lowest average is related to organizational factors and conditions affecting urban management measures.

District 11: The highest average in District 11 of Isfahan is related to the ethical option and the lowest average is related to ethical implementation.

District 12: The highest average in District 12 of Isfahan is related to structural norms and values and the lowest average is related to effective organizational factors and conditions.

District 13: The highest average in District 13 of Isfahan is related to the ethical option and the lowest average is related to effective organizational factors and conditions.

District 14: The highest average in District 14 of Isfahan is related to the ethical option and selection of the ethical option and the lowest average is related to responsibility.

District 15: The highest average in District 15 of Isfahan is related to the ethical option and the lowest average is related to justice.

According to the obtained averages, which are in the range of 2.34-3.66, the average professional ethics of all districts of Isfahan Municipality is at a moderate level from the point of view of citizens, except for District 5. In other words, the average professional ethics of District 5 of Isfahan Municipality is at a strong level as the averages are in the range of 3.67-5.

In this study, single-sample t-test was used to answer the question. According to the results, the amount of application of professional ethics criteria in urban management measures is at a favorable level from citizens' point of view. Based on the results obtained from Friedman test, the priority of observing the sub-scales from citizens' point of view is as follows:

1. Ethical solution;
2. Recognition of ethical issues;
3. Norms and values;
4. Trying for ethical implementation;
5. Effective factors and conditions

According to the results, there was a direct and significant relationship between all criteria constituting professional ethics at an error level of less than 0.01 and only the relationship between effective conditions and factors and recognition of ethical issues and trying for ethical implementation was not significant. In other words, internal correlation coefficients of all criteria constituting professional ethics have been quite significant. According to the analysis, some strategies that can be effective in improving the status of professional ethics in urban management of Isfahan are as follows:

- Completion and evaluation of the framework of professional ethics criteria for major decisions taken in development of urban design and its inclusion in documents;
- Although convergence of managers is necessary to create interaction, but it is not enough; but it is necessary to allow all stakeholders to participate in decision-makings.
- Urban management is obliged to by standardizing urban management method based on good urban governance provide opportunities for presence of citizens and meeting their demands and needs so that the society moves toward more mobility in social areas with a focus on urban ethics.
- More attention should be paid to in-service trainings and social and cultural trainings in order to develop ethical behaviors in urban management measures.
- Respecting the individual norms and values of urban managers and strengthening these values in ethical decisions;
- Providing specific, appropriate, and announced organizational opportunities for all urban managers;
- Granting rewards in exchange for implementation of the ethical values announced in the organization and application of organizational penalties in case of violation of human resources from implementation of the announced ethical values

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