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Identifying and Prioritizing of Effective Factors in Social Responsibility of Professors of Islamic Azad University, Branch of Qazvin

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Abstract
The purpose of this research was to identify and prioritize effective factors in social responsibility of professors of Islamic Azad University of Qazvin branch which was conducted in 2014 and 2015. Among all statistical population which included 395 professors of the university, 195 professors were selected as statistical subjects from the population. In this research, it was attempted that by using written sources, views of experts, field investigation, and also interview with experts, a questionnaire be designed to identify the said factors. The instrument used for collecting information was the questionnaire. To determine formal and content validity of the questionnaire (the proposed indexes), content validity was used, and in order to determine reliability factor, Cronbach's Alpha method was used for 5-Choice questionnaire of Likert. Then required data of the research were collected and by using statistical descriptive and inferential techniques, date analysis was conducted by SPSS software. Results indicated that structural dimension has the highest effect on accepting social responsibility among behavioral, structural, and contextual dimensions.

Key words: *Social responsibility of professors, behavioral factors, structural factors, contextual factors.*

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1. Introduction & Problem Definition

The object and concept of corporate social responsibility in the recent years, as a result of growth of non-governmental organizations, opposing movements against power of companies, increase of social awareness, development of capital markets, development of public stock companies, and financial and moral scandals of great companies, has become a dominant paradigm in atmosphere of organizations and companies (Yingjun Lu,2015).

Social responsibility has large application and followers in eastern countries. In some of these countries, since laws are religion-based and because of existence of concepts of social responsibility in religions especially Islam, and caring about principles of human behavior in organizations and society and also emphasis on social responsibility of human in the society, it seems that this field needs to be studied more (Fadilah et al,2015). Since appearance of the social responsibility is in response to evolutions and challenges such as globalization (Carole et al,2006), considering environmental challenges and crises that our country has been encountered in the recent decade such as water crisis, destruction of forests and other natural sources, extinction of local animals, environmental pollutions, etc., what is needed in management principles of Iran, is attention of organizations and companies to the issue of teaching social responsibility to employees and training them, so that companies and organizations and also all existing resources in the country can continue living in a safe environment in the current and future age, and so that be considering the long-term economics of the society, we can observe its sustainable development (Morsali et al, 2010). In this regard, universities and educational organizations have an important role.

Also, regarding the issue of social responsibility in servicing organizations especially educational organizations, few studies have been conducted (Oshtorian,2012). One of the most effective organizations in general culture of the society which trains human resources of organizations and companies, is university, and in our country, a large portion of such trainings is borne by Islamic Azad University. For studies of this research, Islamic Azad University of Qazvin branch was selected and among its employees, professors were chosen as subjects.

Regarding responsibility of university professors, the required investigations can be conducted from two views: From the first view, responsibility of professors against their direct beneficiaries who are the students over their training committed, professional, and responsible students, and from the second view, responsibility of professors against secondary beneficiaries who are families, future persons, organizations, and society in general.

Accordingly, main question of this research is posed as follows: what are the effective factors in university professors' social responsibility?

2. Research Background

Findings of Amirimoghaddam et al. (2013) indicated that among individual factors, tendency to success; among management factors, control system; among communication factors, communication skills; and among structural factors, the organizational vastness, have the highest effect on social responsibility and in considering sense of security in general, sense of attachment and self-respect are the most effective factors in responsibility.

Findings of a research conducted by YeganehHassas and GhodratollahBarzegar in 2014 was as follows: Positive relationship between social responsibility efforts, employees of companies, and financial performance as a new paradigm in social responsibility studies in companies and financial institutions of the country.

Findings of a research conducted by Ghalavandi et al. (2014) indicated that there is a positive and significant relationship between social responsibilityand its effective components and teamwork of employees, and by increase and decrease of corporate social responsibility,

extent of teamwork increases and decreases, respectively.

Findings of a research conducted by Abbasi&Feizi (2013) indicated that moral organization has effect on corporate social responsibility. In other words, moral organization can tend employees towards playing their role of social responsibility. In investigating secondary hypotheses, it was found that moral organization has effect on economic, legal, moral, and humanitarian responsibilities of the organization.

Carol in 1991, conducted a research with the title of "Pyramid of Corporate Social Responsibility" in European companies. In this research, corporate responsibility with four components including economic, moral, legal, and humanitarian issues were considered and analyzed and the results indicated that the more the organization is successful in fulfilling the four fields said above, it has a higher corporate social responsibility. Following his previous research, Carol in 2003, proposed "a 3D conceptual model of companies" in organization of center of philosophy documents, and after that in 2015, conducted a research with the title of "improvement of 3D conceptual model of companies" in Management Faculty of Georgia University and findings indicated that the 3D model of the companies is efficient in the following conditions:

• Social responsibility of companies is determined and available,

• Important issues of the society are identified,

• Social responsibility of companies is determined and available,

• Social responsibility is selective not obligatory.

Considering the 3D model, companies can evaluate their efficiency and find their position and try to be changed from passive to active state which can be adjusted to social environment which receives social responsibility, through commitment of employees. Fadilah et al. (2015) conducted a research with the title of "Performing Social Responsibility Plans" in companies of Pakistan. Results of the research indicated that performance of social responsibility by the company, was highly accepted by employees especially women and established a positive relationship between behavior of employees and their behavior and performance.

Findings of Simonson & Caroline (2015) indicated effectiveness of submitting social responsibility reports over execution of social responsibility of the employees of organizations against environmental concerns, waste material management, energy efficiency and development of employees, and cooperation with charity institutes. Though some of the companies consider it as a slogan, considering proposed frameworks by international voluntary report, positive general results can be observed in an international level.

Also findings of the research conducted by Yin et al. (2015) indicated that there is a significant and positive relationship between reportage of employees of companies, properties of their board of directors, reputation of large companies, transparency and honesty in activities of board of directors, and high quality of reports in beneficiaries of large companies, and legitimacy theory also verifies such relationship.

3. Research Method

The present research, in terms of collecting data from hypotheses tests, is a descriptive research from surveying type. Also since findings of this research can practically be used, in terms of objectives and nature, it is considered as an applied research. Also statistically, since sampling method was used and also subjects are used to generalize findings to the society and then making inferences, the present research is considered as an inferential research. In this research, for identification of effective factors in social responsibility, views of experts, and for prioritization of them, Spearman correlation ration was used. The mentioned analyses were conducted using SPSS software. In order to analyzing the path and verifying the factors, AMOS software was also

used. All factors were classified based on the model in three dimensions such as behavioral, structural, and contextual dimensions, and in the final stage, by using these factors, a questionnaire was designed as its validity was verified.

To determine formal and content validity of the questionnaire (proposed indexes), content validity was used, and in order to determine reliability factor Cronbach's Alpha method was used for 5-choice Likert questionnaire. 195 subjects were selected from 395 sample population and number of 195 questionnaires were distributed among professors of Qazvin branch of Islamic Azad University and were collected after being completed. Then the required date for the research were collected and by applying statistical descriptive and inferential techniques, they were analyzed. Calculations were conducted and outputs were extracted. Findings obtained evaluated social responsibility of professors of Qazvin branch of Islamic Azad University.

4. Research Findings

4.1. Descriptive Findings

Demographic findings indicated that 144 subjects equal to 73.8% of responders were male and 51 subjects equal to 26.2% of responders were female.

49 subjects equal to 25.1% of the responders had MSc degree, 146 subjects equal to 74.9% of the responders had Ph.D. degree.

23 subjects equal to 11.8% of the responders were educated in basic science fields and 33 subjects equal to 16.9% of them were educated in Industries and Mechanic fields, 51 subjects equal to 26.2% of them were educated in electricity and computer fields, 22 subjects equal to 11.3% of them were educated in architecture and urban planning fields, 45 subjects equal to 23.1% of them were educated in management and accounting fields, and 21 subjects equal to 10.8% were educated in architecture and civil engineering field.

Most of responders (78 subjects) equal to 40% had years of experience from 6 to 10 years, were considered in the first level and as relatively evolved, and 47 subjects had years of experience less than 11 to 15 years, almost equal to 24.1% of statistical population and were considered in the second level. 30 subjects equal to 15.4% had experience more than 20 years. And finally, 14 subjects equal to 7.2% had experience between 16 to 20 years.

8 number of responders equal to 4.1% of them had ages from 1 to 30, 127 subjects equal to 65.1% of them had ages from 31-40, and 60 subjects equal to 30.8 had age 41 and higher.

4.2. Inferential Findings

4.2.1. Investigating relationship between effective factors in social responsibility of professors

Regarding correlation relationship between variables, since in this research, our data are not normal, Spearman test is used:

As it can be observed in the above table, there is a strong relationship with significance level less than 0.01 between effective factors such as behavioral, structural, and contextual, and social responsibility of professors of Qazvin university, so that:

1. Spearman correlation ratio between behavioral factors and social responsibility of professors of Qazvin University is equal to 0.698

		Behavioral Factors	Structural Factors	Contextual Factors
Social Responsibility of Professors	Spearman Correlation Ratio	0.698**	0.903**	0.671**
	Sig. (2-tailed)	0.00	0.00	0.00
	Quantity	195	195	195

Table 1. Correlation Relationship. **. Correlation is significant at the 0.01 level (2-tailed).

	Quantity	Mean	Standard deviation	Minimum	Maximum
Behavioral factors	195	94.0718	9.95220	63.00	147.00
Structural factors	195	109.6462	11.03850	85.00	139.00
Contextual factors	195	57.0359	6.40745	44.00	69.00
Social responsibility	195	260.7538	21.12508	194.00	320.00

Table 2- Descriptive Statistics

Dimensions	Mean of Ranks
Behavioral factors	2.07
Structural factors	2.93
Contextual factors	1.00
Social responsibility	4.00

Table 3.Rank of factors

Quantity	195
K2	572.201
Degree of freedom	3
Asymp. Sig.	.000

Table 4. Friedman Test

which indicates a strong relationship and significance level less than 0.01.

2. Spearman correlation ratio between structural factors and social responsibility of professors of Qazvin University is equal to 0.903 which indicates a strong relationship and significance level less than 0.01.

3. Spearman correlation ratio between contextual factors and social responsibility of professors of Qazvin University is equal to 0.671 which indicates a strong relationship and significance level less than 0.01.

And totally, the relationship between structural factors and social responsibility of professors of Qazvin University was higher than others.

4.4.2. Friedman Test(ranking effective factors in social responsibility of professors)

In table of ranks, you can see mean rank of each factor. Structural factors with score 2.93 are placed in the first rank, behavioral factors with score 2.07 are place in the second rank, and contextual factors with score 1.00 are placed in the third rank.

Significance level equal to 0.00 (less than 0.01) indicated effectiveness of structural, behavioral, and contextual factors in social responsibility of professors.

4. Discussion & Conclusion

Conducting general investigations over views of professors who were members of faculty of the Qazvin University, it was concluded that structural dimension, among structural, behavioral, and contextual dimensions, has the highest effect of social responsibility. Ranks obtained by each of the components are indicated in table 5.

As it can be observed, in the structural dimension which has the first rank among others, the five effective factors in this dimension are as follows: Providing professors with welfare and economic support (by university) as the first rank, promotion system based on competency as the second rank, non-existence of political and factional positioning in relationship with professors as the third rank, existence of freedom of speech for professors in the university and freely expressing opinions in research and scientific fields as the fourth rank, and existence of discipline in the university as the fifth rank. The important point is that "Providing professors with welfare and economic support (by university)" has obtained the first

Rank	Structural Factors
1	Providing professors with welfare and economic support (by university)
2	Promotion system based on competency
3	Non-existence of political and factional positioning in relationship with professors
4	Existence of freedom of speech for professors in the university and freely expressing opinions in research and scientific fields
5	Existence of discipline in the university
6	Supporting creative plans and ideas in the field of social responsibilities
7	Existence of NGOs and associations for humanitarian and environmental activities
8	Notifying professional professors in the field of social responsibility to civil organizations in order to use their skills and abilities
9	Organizational culture of the university
10	Providing professors who are active in the field of social responsibility with welfare facilities
11	Supporting social entrepreneurship plans of professors in order to fight with poverty and corruption
12	System of rewarding and punishing
13	Establishing relationship with charity institutes, humanitarian, and supporting environment in order to giving services and easy accessibility of professors to it
14	Non-existence of ambiguity in laws of university and its procedures
15	Economic status of university
16	Considering social responsibility in performance evaluation indexes
17	Organizational objectives of the university
18	Selecting brilliant professor of the year in the field of social responsibility
19	Organizational atmosphere of the university
20	Considering social responsibility of professors of the university in moral regulations of the professors
21	Organizational structure of the university
22	Defining social responsibility in the perspective and declaration of mission of the university
23	Holding training courses related to social responsibility
24	Existence of moral framework for university professors
25	Organizational interests of the university
26	Flexibility of laws in exceptional occasions which result in interests of beneficiaries and organization

Table 5- Factors of structural dimension

rank which indicates that importance of paying attention to economic structures and organizational economic support in the university. According to the corporate social responsibility of Carol which can be observed in figure 1. Economic responsibility is of a high priority and is considered as a prerequisite for other dimensions which is consistent with Caroll's research.

Figure 1. Caroll's Corporate Social Responsibility

Considering figure 1 and results of this research it can be perceived that by providing welfare and economic support for professors and existence of legal infrastructures and holding training courses related to social responsibility in the university for professors, the university can contribute to improve their responsibility. What was in fact resulted from views of professors indicated that structure of a university for maintaining responsible professors shall be designed and managed in a manner that decrease their economic concerns so that they can do higher than legal duties assigned to them. These findings are also consistent with Maslow pyramid.

It can be concluded that acceptance of social responsibility is considered as a duty when the individual is in the self-actualization stage. Hence, by considering Maslow's hierarchy of needs and Caroll's pyramid, it can be defined that acceptance of social responsibilities begins by economic responsibility and results in

Rank	Behavioral Factors
1	Honesty in behavior
2	Dutifulness
3	Consciousness of human nature
4	Commitment to moral principles
5	Order and discipline
6	Preserving human respects against beneficiaries
7	Communicational skills
8	Commitment to values and beliefs
9	Organizational Citizenship behavior
10	Job Satisfaction
11	Observing justice in fulfilling duties
12	Personality particulars
13	Level of growth of social personality of partners (students)
14	Sense of security
15	Work experience
16	Criticism acceptance of professors in the field of social responsibility
17	Economic base
18	Individual objectives
19	Education level
20	Individual interests
21	Social level
22	Field of education
23	Gender roles

Table 6. Ranking behavioral factors

acceptance of laws and moral responsibilities after that, and in the final stage, boundaries of beneficiaries goes beyond domestic beneficiaries and will result in acceptance of humanitarian responsibilities.

From results of the research over behavioral dimension which its ranking is shown in table 6, it was concluded that in social responsibility of professors, first priority is for honesty in behavior, second priority is for dutifulness, third priority is for Consciousness of human nature, fourth priority is for commitment to moral principles, and fifth priority is for order and discipline. By a more exact look, it can be perceived that moral, honesty in behavior, and dutifulness are of a higher importance.

In analyzing contextual dimension based on the model, by contextual dimension, all environmental conditions and factors of Qazvin university were meant which are dominant on this university, factors such as cultural values governing the government and society, political situation of the country, etc., which constitute environmental systems of this university. In analyzing contextual factor in which 14 factors were identified, priorities are as table7.

It is obvious that the five factors with the highest priority are value and moral policies as the first rank, existence of technological infrastructures for humanitarian activities in domestic and international level as the second rank, economic system of the society as the third rank, existence of support infrastructures in the country for scientific elites in the field of social responsibility as the fourth rank, and political aspects of saying no to some activities of professors in the country as the fifth rank.

In this investigation, it is obvious that current moral policies of the society have a higher priority to other factors, of course, perhaps universities cannot directly interfere in this field, but by proposing strategies to policy-makers of the society by requesting for participation of university elites in meetings related to Public Culture Council of the Province and High Council of State Public Culture, they can be effective.

Considering background of the research conducted in this field it is indicated that effective factors in social responsibility are different in groups existing in organizations and this is

Rank	Contextual factors
1	Value and moral policies
2	Existence of technological infrastructures for humanitarian activities in domestic and international level
3	Economic system of the society
4	Existence of support infrastructures in the country for scientific elites in the field of social responsibility
5	Political aspects of saying no to some activities of professors in the country
6	Cultural values governing the society
7	Governmental laws and regulations
8	Cultural values governing the government
9	Political atmosphere of the country
10	Environmental situation of the country
11	Social system of the country
12	Geographical situation where the professor has brought up
13	Political situation of the country
14	Geographical situation of the country

Table 7.Ranking contextual factors

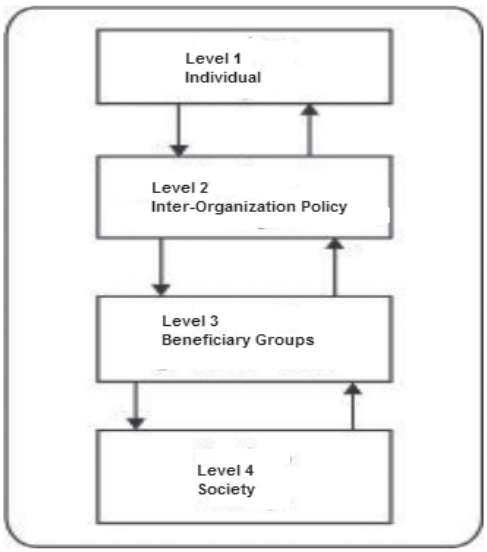

Figure 4. Four levels of observing moral principles

because location and type of mission of organizations and time of conducting research and relationships that organizations have with strategic plans of the government.

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