

## The Study of the Relation between the Empowering and Corporate Identity of the Staff at the EVAZ Department of Education

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### Abstract

To the dynamics of human resources and education, this research is going to find out the relation between the empowering and corporate identity of the staff in the workplace of this organization, by concentrating on EVAZ Department of education. This goal has performed by a statistical sample of 321 persons, and this is for the staff of this organization that have been selected by the simple random sampling. Analyzing the result of research questionnaire( that it's justifiability tested by the specialists and it's stability tested by Cronbach's alpha coefficient) by Pearson correlation test, found out that there is a strong and positive relation between the empowering and corporate identity of the staff. So, it was recommended to the managers of that organization to highlight the empowering and corporate identity as a strong competitive advantage in the organization. And try further for its reinforcement. So this research picks an important step for reinforcement of corporate identity in the studied organization and other similar organizations by declaring the important effect of empowering on corporate identity.

**Keywords:** corporate identity, empowering, EVAZ department of education

### Introduction and expressing problem

The department of education as an organization for teaching in the country plays a vital role in the society, for precipitating and facilitating the process of economic, social and cultural development of the country. And it has also an important role as a dynamic organization. So nowadays the department of education, specially the EVAZ department of education, is very effective for comprehensive development in our society. If the EVAZ department of education wants to be as an effective and helpful organization, it needs to create essential beds such as supporting the corporate identity of the staff. So, most of the organizations have paid further attention to this effective variable. So that

the importance of the corporate identity of the staff is one of the most important preoccupations of the managers and policymakers of the empower organizations. Because at the milieus that there is displeasure, the lack of a sense of oneness, and lack of common sense, the thoughts of change will be faced with resistance. Nowadays researchers and managers increasingly have known with the important effect of corporate identity to the organizational outcomes (Cooper and Thatcher. 2010). By the opinion of Ngo(2012), the corporate identity can increase job satisfaction, institutional partnerships, organizational commitment and more cooperation. In summary, the corporate identity is a basic perceptual about organization that penetrates at the interpretation of the organization

staff from the strategic subjects that the organization is faced with them. And guide them. And encourage the members for supporting the strategic goals of the organization (Bukerich and others.2002).

One of the ways that can help us to reinforce the incorporate identity of the staff is empowering staff. Empowering as a concept is granting the decision- making authority to the subordinations as a philosophy and a complex of conduct as a mean of sharing with authority groups and people to determine their own professional destiny. Many people believe that organizations can upgrade their incorporate identity, by the process of empowering staff (Dastranj. 1383:55). Because the most part of the human time passes at the workplace, if anyone could release this great inner power as much as he can, absolutely he will be able to do many strange things that will be helpful for both himself and his organization. Empowering can obtain the condition of representing the god treasures of the human. And causes that human, this beings are essentially infinite, could use more and better from his existential capacity. And it causes the more effective use from the infinite capacity of the human at the place of organization. and try to provide organizational resistance for reaching people to their own reality and excellent. Different researchers have used different models for identification the dimensions of empowerment. That one of these models is Thomas and Velthouse model that has identified four dimensions for empowering of the staff that includes the feeling of the meaningfulness of the job, the sense of competence, the feeling of being effective in the job and the sense of self determination.

Accordingly, in this research, at first by a standard questionnaire, we are going to find the rate of empowerment of the staff in the EVAZ department of education, and after that we are going to find its effect on incorporate identity. We use Thomas and Velthouse model for

identifying the dimensions of empowerment. So by using the Thomas and Velthouse model, we want to answer this question, that how much the empowering of the staff is effective to the up gradation of the incorporate identity of the staff in the EVAZ department of education.

### **The importance and necessity of research**

The main setting of this research is from the concept of the incorporate identity, and its effect on empowering the staff. There is a little texts about this subject in Persian. According to the importance of this subject in the field of education, providing scientific articles in Persian, seems necessary to give them to students, researchers, managers, and other interested people.

On the one hand, it is expected that this research causes further awareness of the managers, from the activities that have focused on empowering of the staff. On the other hand, in many organizations of our country, specially the organizations that their staff believe that their organization is at a lower level in comparison to the other organizations, they don't have any interest about identity by their own organization, and naturally they are not very commitment for reaching the goals of their own organization, that causes problem for organizations, specially for reaching their goals. In this regard, this research can pick an important step in reinforcing of the corporate identity, by declaring the importance of the effect of empowering on the corporate identity.

### **The literature of the research and extracting the theoretical framework of the research**

#### **Research hypotheses:**

The main hypothesis:

There is a positive and strong relation between empowering and corporate identity of the staff in EVAZ department of education.

Sub- hypotheses:

1. There is a positive and strong relation between the feeling of significant and internal factors of the incorporate identity in EVAZ department of education.
2. There is a positive and strong relation between the sense of competence and internal factors of the incorporate identity in EVAZ department of education.
3. There is a positive and strong relation between the sense of being effective and internal factors of the corporate identity in EVAZ department of education.
4. There is a positive and strong relation between the sense of self determination and internal factors of the corporate identity in EVAZ department of education.
5. There is a positive and strong relation between the feeling of significant and external factors of the incorporate identity in EVAZ department of education.
6. There is a positive and strong relation between the sense of competence and external factors of the incorporate identity in EVAZ department of education.
7. There is a positive and strong relation between the sense of being effective and external factors of the corporate identity in EVAZ department of education.
8. There is a positive and strong relation between the sense of self determination and external factors of the corporate identity in EVAZ department of education.

### Research methodology

The population of this research is all the staff of the EVAZ department of education in 1393 that according to the reports of this organization they are 600 people. By using the appropriate formula of the sample selection, 234 people selected as a member of the sample according to the simple random sampling.

For a goal this is an applied research, because it does for finding results to resolve the problems of the organization. And in its nature, there is an explanation in the type of solidarity, because it really says the subject of the research, and by collecting descriptive data, it explains the subject. And the reason of them is not important for it. But it just paid attention to what is the present situation. Collecting data in this research has been done by questionnaire.

### Analysis of the data

For analyzing the data of the research, we study the correlation between the variables. In this step, the dimensions of the empowerment, that include the variables of the feeling of significant, the sense of competence, the sense of being effective and the sense of self determination, has been selected as independent variables. And the variable of the internal factors of the corporate identity has been selected as a final dependent variable.

Dimensions of the empowerment				indicator	variable
The sense of self determination	The sense of being effective	The sense of competence	The feeling of significant	r	The internal factors of the corporate identity
.73	62.	68.	81.	R <sup>2</sup>	
.53	38.	46.	66.	sig	
0.000	0.000	0.000	0.000	n	
234	234	234	234		

The results of Pearson correlation test in the table 1 represent this point that all the variables have a positive and meaningful relation with the internal factors of the corporate identity. The coefficient of determination shows that 66 percent of these changes in the variable of the feeling of significant can be explained by the internal factors of the corporate identity. After the variable of the feeling of significant, the

variable of the sense of self determination can be explained by the internal factors of the corporate identity, more than other variables. But the variables of the sense of competence, and the sense of being effective, in order with 46 and 38 percent, are less important in the ability of explaining by internal factors of the corporate identity.

Table(2):Correlations and Adjusted R Square

Dimensions of empowerment					variable
The sense of self determination	The sense of being effective	The sense of competence	The feeling of significant	indicator	
.66	57.	63.	69.	r	The external factors of the corporate identity
.44	32.	40.	48.	R <sup>2</sup>	
0.000	0.000	0.000	0.000	sig	
234	234	234	234	n	

The results of Pearson correlation test in the table 2 represent this point that the external factors of the corporate identity have a positive and meaningful relation with the variables of the empowerment. The coefficient of determination shows that 48 percent of these changes in the variable of the feeling of significant can be explained by the external factors of the corporate identity. And also 44 percent of the changes in the variable of the sense of self determination can be explained by the external factors of the corporate identity. At the end it is said that the coefficient of determination in the variables of the sense of competence and the sense of being effective, in order is 40 and 32 percent.

### Discussion and deduction

As it identified in the statistics analysis, in explaining the positive and meaningful relation between two variables of empowerment and corporate identity, it can be understood that the

appropriate atmosphere of the empowerment of the staff in the EVAZ department of education has provided a good setting for the reinforcing of the corporate identity of the staff. Consciousness of the managers from the strong relation between these two variables has provided a setting for the further reinforcement of them. The reason for the positive relation can take into account by worth knowing the duties of the job and worth knowing other staff for the person, according to the theoretical and research findings. Some solutions can cause the development of the corporate identity of the staff, such as, finding some solutions for reinforcing the feeling of attention their coworkers success, designing new mechanisms in order to test the honesty of the staff and encourage them at the workplace, forcing the staff for sharing their own information with other co workers, encouraging other staff who pays more attention to others, reviewing about the balance between the characteristics of the job with

the skills of the workers, delegate the staff in order to reinforce their confidence at the work place. Creating an appropriate bed for reinforcing technical, human and perceptual skills; such as holding helpful courses for learning while serving, and holding practical workshops that cause to the development of the corporate identity of the staff. So the managers of this organization should pay the most attention to the below notes: involvement of the staff in organizational decisions, using brainstorming in organizational decisions, not criticizing the comments of the staff when they want to say their ideas about the work activities and trying to complete the comments and ideas of the staff, doing a comparative study on the way of working of the staff with the other organizations, in order to encourage the staff who has the high quality, trying to prevent from any problem between the staff, and trying to create a bed for the staff that cause them to participate voluntary in the courses and didactic workshops.

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