

STUDY THE AMOUNT OF APPLICATION OF SOCIAL CAPITAL INDICES AT BABOL CARPET AND RUG INDUSTRIES COMPANY

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ABSTRACT

The aim of the current research is considering the realization rate of the social capital component in the Babol Moquette & Carpet Industries Company. The research is a descriptive-survey one and the population consists of whole of the Babol Moquette and carpet industries company's staffs who are totally 373 people. The sample group was selected by using Krejcie and Morgan (1970) table equal to 190 people. But the completed questionnaires turned back were 177. The random sampling method was used. The measuring tool included a questionnaire consists of 35 researcher-administered questions according to SCAT model. The content validation of 0.73 was calculated by Kendall's coefficient and the reliability of the questionnaire was obtained via The Cronbach's α (alpha) coefficient 0.85. Analyzing data was done through one-variable T test. The results showed that according to the staffs' viewpoints the components such as trust, contribution, obligation, mutual relation, perception, integration, and social norms will be achieved through social capital in Babol Moquette and Carpet Industries Company and this finding is significant from statistical aspect. (P= 0.001)

Keywords: Social capital, Babol Moquette, carpet industries company

INTRODUCTION

The social capital is one of the new concepts which are today's considered in economic and social researches. The social capital is an interdisciplinary concept. The first emerge of this concept was in Sociology, after that in economic relevant areas and then emerged in the literatures of these disciplines. After that this concept was emerged in management field of study and caused the effect and the role of social capital also its importance took in to consideration in the organizations.

The social capital not only reduced the management expenditures, but also led to dedicate more time and capital to main and basic activities. In addition it caused to interchange the knowledge among the group's members and also provide a learning course among them. This may be effective and useful for the management expenditures deduction, organizational and social development. The social capital can be considered as the effect of cultural components of a social system in which some components like as trust, contribution, and mutual relation, obligation, integration and perception cause to reduce the management expenditures such as supervision, formal control, management consulting and also the slowness of the bureaucratic system and etc. and provide the possibility of utilization of the time and capital for more profitable activities.

The social capital is a combination of available norm in a social system that causes to enhance the level of its members' cooperating and to decrease the level of transaction and communications' expenditures. (Fukuyama, 1379)

Invigoration and reinforce of social capital in the society make both visible and invisible social connections more strength and increase the sense of contribution and trust in the

society. In contrast, by reducing social capital, the interrelationship among the people will become difficult and costly, the trust will pack off, and the ethics will be weakened, people behave as they will meet each other once , temporarily ,and not supposed to live together in a society.

Regarding to the role and importance of the social capital in the organizations, the current research is dedicated to study the realization rate of social capital components in Babol Moquette and Carpet Industries Company.

RESEARCH METHODOLOGY

Research method

A descriptive- survey method is used.

Population

The population consists of whole of the Babol Moquette and carpet industries company’s staffs who are totally 373 people.

Sample volume

The sample group was selected by using Krejcie and Morgan (1970) table equal to 190 people. But the completed questionnaires turned back were 177 pcs.

The sampling method

Whereas all staffs were centralized and limited in the factory building, and the names of the staffs was received from staffs’ department, so the random sampling method was used.

The Measuring Tool

The measuring tool was a questionnaire which was prepared by the researcher according to SCAT model. This questionnaire is supposed to test 7 components: trust, contribution, obligation, mutual relationship, perception, integration, and social norms. Consists of 35 questions with series 5 options: completely agree, agree, no idea, disagree, completely dis agree) which the scores 5, 4, 3, 2, 1 was awarded to them, respectively.

The content validation of 0.73 was calculated by Kendall's coefficient and by utilization of experts and professors’ viewpoints. The reliability of the questionnaire, after a primary study and determining the variance of the questions, was tested via The Cronbach's α (alpha) coefficient equal to 0.85.

Analyzing data

Analyzing data was done via one- variable T test.

FINDINGS

The results have been shown in 2 tables according to the questions:

First Question

Are the social capital realized in Babol Moquette and Carpet Industries Company?

Table 1. The results of one- variable T –test; comparing the average of the realization rate of the social capital in Babol Moquette and Carpet Industries Company with hypothetical average of 3

<i>Hypothetical Average</i>	<i>Average</i>	<i>The Standard Deviation</i>	<i>T</i>	<i>Significance Level</i>
3	3/76	0/41	24/61	0/001

For testing the significant level in inference analysis at level of $\alpha = 0/05$ the T-test was used. Since the obtained average (3/76), was greater than the hypothetical average, and the obtained "t" was greater than critical value in the table (1/97), therefore it can be concluded that the social capital is realized in Babol Moquette and Carpet Industries Company, from the staffs' viewpoints, moreover, this finding is significant from statistical aspect.

Second Question

Are the social capital components realized in Babol Moquette and Carpet Industries Company?

Table 2. Results of one-variable T-test; comparing the average of the realization rate of the social capital components in Babol Moquette and Carpet Industries Company with the hypothetical average of 3

<i>Social Capital Components</i>	<i>Average</i>	<i>Standard Deviation</i>	<i>t</i>	<i>Significant level</i>
Trust	3/77	0/56	18/31	0.001
Contribution	3/20	0/55	5	0.001
Obligation	3/91	0/60	20/04	0.001
Mutual relationship	3/52	0/58	11/96	0.001
Perception	3/59	0/67	11/71	0.001
Integration	4/02	0/56	24/81	0.001
Social norms	4/28	0/46	36/93	0.001

For testing the significant level in inference analysis at level of $\alpha = 0/05$ the T-test was used. Since the obtained averages of the social capital components were greater than the hypothetical average (3), and the obtained "t" was greater than critical value in the table (1/97), therefore it can be concluded that the social capital components are realized in Babol Moquette and Carpet Industries Company, from the staffs' viewpoints, moreover, this finding is significant from statistical aspect.

DISCUSSION AND CONCLUSION

The results showed that the social capital is realized in Babol Moquette and Carpet Industries Company, from the staffs' viewpoints, moreover, this finding is significant from statistical aspect. In other word, the components of the social capital including trust, contribution, obligation, mutual relationship, perception, integration and social norms are available in Babol Moquette and Carpet Industries Company. The findings of this research are aligned with the findings of the Aterly (2010), Engstroon & et al. (2008), Delancy & Keaney (2005), Recquena (2003) researches which have been done in Spanish organizations. This alignment demonstrates the importance of the realization of social capital in the organizations for gaining success. On the other hand, a research which was done by Hashemian (1386) showed that lack of realization of social capital will cause social inequality in the organization.

This is inherent nature of social capital that is formed in intra-organizational relationships and forms the structure of the relationships between the individuals in the organization and these relations will cause the human resources use whole of their capacity and power and take step

in line with the organizational goals. Individuals should have relation with others in order to gain benefit from social capital. In fact, the real source of benefits and advantages is the “others”, because providing this capital needs to establish and maintain effective and useful relation among the individuals is the organization. The results of the current research indicate that these relations are well- established and formed in Babol Moquette and Carpet Industries Company. According to the Heritage foundation ranking, it was reported that Iran ranked 151th among the 161 countries which have been ranked regarding their prosperity of the social capital. Iran has lowest ranking in economic freedom, security in economic activities, compatibility, etc. all of these indicate the fall of the social capital. Reviewing the decline criteria denote the severe reduction of the social capital.

Despite of these, the results of current research show that the Babol Moquette and Carpet Industries Company have paid special attention to social capital components and have always considered them. Vilanova & Josa (2003) were considered the social capital as a management phenomenon which managers have basic role in its realization. Kelman (1988) also have reported that the social capital has a basic role in producing the human capital; meanwhile the managers of the organizations undertake the most important role.

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