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BIOLOGICAL SCIENCE

INVESTIGATING INTERACTIVE EFFECT OF DROUGHT STRESS WITH GENOTYPES OF CHICKPEA AT GERMINATION STAGE

Rasoul Khodaverdivand Keshtiban,

Lecturer, Department of Agriculture, Payame Noor University (PNU),

Tehran, Iran

gengenomi@yahoo.com

ABSTRACT

Drought is one of the limiting factors in terms of production of dry chickpea in rain fed conditions, especially in arid and semi-arid. In order to evaluate the effect of drought on seed germination and growth of chickpea seedlings (including local masses of Khoy and Chaypareh) a factorial experiment in a completely randomized design with three replications was conducted in agricultural and Natural Resources Research Center of West Azarbaijan province in 2013. Different levels of drought of polyethylene glycol 6000 were in -4, -8, -12 bars with the control treatment (distilled water). Analysis of variance showed that applying levels of drought stress has significant and decreasing effects on all the studied traits including the percentage and rate of germination, radicle length, plumel length, radicle length to plumel length ratio and the fresh weight of seedlings. At control sample level, in traits such as radicle length, plumel length, radicle to plumel ratio and fresh weight, local mass of Khoy were slightly higher than local mass of Chaipareh. While in the treatment of -4 bars and negativity of potential while reducing average of all traits (except as radicle length to plumel length ratio) compared to the average control, local mass of Khoy has higher average than local mass of Chaypare in terms of radicle length, plumele length and fresh weight of seedlings. Research showed that both studied local masses, were not able to germinate in -12 bars levels of drought stress. However, despite the visible differences in the interaction between stress and genotype, which was statistically insignificant, the overall results indicate the same sensitivity of the local masses to drought stress.

Keywords: chickpea; drought; stress; germination; seedling.

1. Introduction

About a third of the world's territories is arid and semi-arid area and almost 15 percent of lands are affected by salt (Singleton and Bohlool, 1994, Alikhani, 1994). Agriculture has always tried to increase plants tolerance to environmental stresses because in stress situation plants can only use 25% of their productivity. More the resistance is increased the possibility of increasing crops will increase (Alizade , 2009).

Environmental stresses such as drought and salinity are the most important factors limiting crop production (Farokhi et al, 2004) and tensions are very important in reducing the growth and crop production (Kaya et al, 2002 and Atak et al, 2006). Plants in the germination stage and early growth of seedlings are more sensitive to environmental stresses such as drought and salinity (Farokhi et al., 2004).

However, it is very difficult to quantify the stress because minor stress may not be evident effect but if it continues for a long time it will reach chronic condition and causes damage to the plant, in contrast, severe stress in the short term would become the loss of plant. The knowledge of genetic engineering has caused agricultural specialists' use new genes that play a role in coping with environmental stress in plant breeding (Alizade, 2009).

Associated with compatibility improvements of plants, dry environments of Morpho - physiological traits will be created that can be used (Ludlow and Muchow, 1988). Legumes life cycle can be divided into five stages; 1- From emergence to flowering 2- From the beginning of flowering to seed 3- From start until the end of this stage 4- The end of formation of seeds to physiological maturity 5- From physiological maturity until harvest. In chickpeas and peas, Drought mostly occurs in stages 3, 4 and 5. Therefore, selection for drought tolerance at seedling stage in these plants would have little importance. Drought in the second stage reduces the number of seeds per pod and 100 seed weight, while in fourth phase will reduce the weight of 100 seeds, drought in the fifth stage has powerful effects on grain quality (Bagheri et al, 2000).

Drought stress can affect the germination, which is one of the critical stages of plant growth in arid conditions, the flowering and pod formation will affect the growth and development of plants (White, 1993). The impact on the emergence and plant establishment will be on the final density of plants and therefore affect the efficiency of grain plants.

Germination including handling, storage, and early embryonic axis metabolic activity and growth, in this process, water absorption by dry seeds under the influence of soil water potential and seed characteristics, is considered the starting point (Delachiava and Pinho). Hadas (1970) showed that by reducing the soil water potential of less than 14- MPa, significantly reduced germination of peas, so that in potential 5/1 MPa, only 20% of seeds germinated.

Polyethylene glycol is one material with high molecular weight that creates a solution with the same conditions as a result of natural drought tolerance has been most widely used in research (Makar et al, 2009). Studies have shown that germination of seeds with germination in the soil solution of polyethylene glycol 6000 was approximately the same potential (Eemmerich and Hardegree, 1991; Taiz and Ziger, 1991).

The drought is the most important abiotic stresses in chickpea. This study aimed to study the effect of different osmotic potential of drought-related attributes chickpea crop germination and to evaluate and compare the local mass sensitivity test was carried out in relation to different levels of stress.

2. Materials and methods

This research was done in 2013 in the laboratory of Natural Resources and Agricultural Research Center in West Azerbaijan in a factorial completely randomized design with 3 replications on Chickpea crops in West Azarbaijan (containing local masses of Khoy and Chaypareh) and to evaluate the effects of drought. Treatments included different levels of osmotic potential of polyethylene glycol 6000 at 4 levels (0, -4, -8 and -12 bars). Each trial consists of a number of 9 cm diameter petri dish that the sterilized seed in the hand containing sterile filter paper were placed. For disinfection of seeds, the seeds were washed with distilled water and then a seed were placed for one minute in a solution of 5% sodium hypochlorite and then was washed with distilled water also seeds for one minute were placed in a solution of 2 per thousand fungicide benomyl and were washed again.

Solutions prepared with water stress levels of 10 ml, was added to each Petri dishes then petri dish by Para film closed and moved into the incubator at 25 ± 1 Seeds were reviewed on a daily basis and the number of germinated seeds with 1-2 mm radicle length was recorded at the same time during the day until the end of the experiment on the eighth day counting until the number of germinated seeds until three consecutive days in each instance get fixed (Mojab and Zamani, 2010). In order to measure the speed of seed germination, following equation (1) was used (Agrawal, 1991):

$$R_s = \sum_{i=1}^m \frac{S_i}{D_i}$$

where R_s is germination rate (number of seeds per day), S_i number of germinated seeds in i -th counting days and D_i is the number of days to i -th count. To calculate the percent of germination, it was acted according to equation (2) (Agrawal, 1991):

$$GP = N_i/N \times 100$$

where GP is the germination percentage, Ni is the number of germinated seeds until i-th day, and N is the total number of seeds. At the end of the experiment, using three random samples from each sample, radicle length, plumel length, radicle length to plumel length ratio and plant fresh weight were measured. Before analyzing the data, the normality of the data was evaluated and, if necessary, appropriate conversion was done on them (Arcsin conversion). Statistical data analysis was performed using SPSS software.

3. Results and discussion

Analysis of variance show (Table 1) that the imposition of drought stress levels had significant effects on the germination traits as a more negative osmotic potential, all the quantitative and qualitative traits were reduced. This was in line with Masumi et al., (2008), Marjani et al., (2006) and Davoodi (2009).

Results also showed that in all traits were observed significant differences between the populations studied chickpea. While the interaction between local mass and treatment of drought stress levels was associated with non-significant for all the traits that the results show the same sensitivity local mass about the drought. Of course the diversity of chickpea and their different responses to stress can be used and genotypes more tolerant to Drought conditions detected (Bagheri et al., 2000). the results of interactions in Figures 1 to 6.

Survey figures indicate that interaction in the control of traits such as radical length; plumule length, radical length to plumule length ratio and Seedling fresh weight of khoy local mass compared to Chaypareh local mass slightly a higher average, But the Germination speed and Germination percentage has a lower average compared to Chaipareh. While in the treatment level, -4 bars, by potential's getting negative besides reduction of average of all traits (except radical length to plumule length ratio) compared to the average control, only the radical length, plumule length and plant weight fresh, Khoy local mass has a less average than Chaipareh local mass. Also at -8 bars, Khoy local mass, in all traits with zero mean, Because of lack of germination. On the other hand results showed that both local mass studied, were not able to germinate in the drought -12 bars.

Easton and Kleindorfer (2009) Said that under drought stress, drought-resistant varieties in the early stages of stress, root growth rates higher, thereby, increasing root length to shoot at them. De and Kar (1994) is observed some genotypes in -0/4 potential (MPa) have radical lengths greater than zero that it stimulates the plant to the roots of the weak tensions. Various tests show an increase in radical length in tension is trivial because the first changes to cope with drought stress increased radical growth, which is what is done in order to attract maximum moisture (Masumi and Kafi, 2008). However, the result of some other experiments suggest that the effect of drought stress on radical length and plumule length both reduced the relative decrease plumule length is greater than the radical length (Davudi, 2009, Farbodnia, 1995).

Das et al., (1996) reported most of the chickpea genotypes that were evaluated in severe drought stress were not able to produce radical and plumule. Differences between different genotypes to drought stress can be a variety of factors, including lower water absorption in susceptible cultivars, seed size and nature of their coverage.

Table 1.

Analysis of variance associated with the germination of seeds under drought stress

Sources of changes	Germination percentage	Rate of germination	plumule length (Cm)	radicle length (cm)	plumule length / radicle length ratio	Seedling fresh weight (gr)
Drought	**623/13437	**818/40	**249/16	**367/19	**228/11	**049/0
Genotype	^{ns} 42/419	^{ns} 202/0	^{ns} 753/0	^{ns} 012/0	^{ns} 951/2	^{ns} 000/0
Drought × genotype	^{ns} 545/172	^{ns} 43/0	^{ns} 486/0	^{ns} 255/0	^{ns} 890/1	^{ns} 000/0
Test error	454/138	137/0	326/0	073/0	862/1	001/0

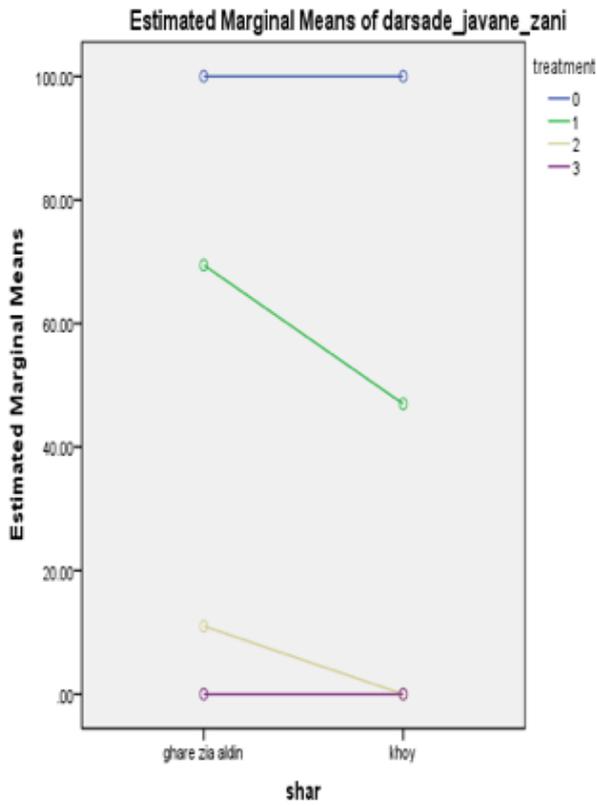


Chart 1 - Germination percentage

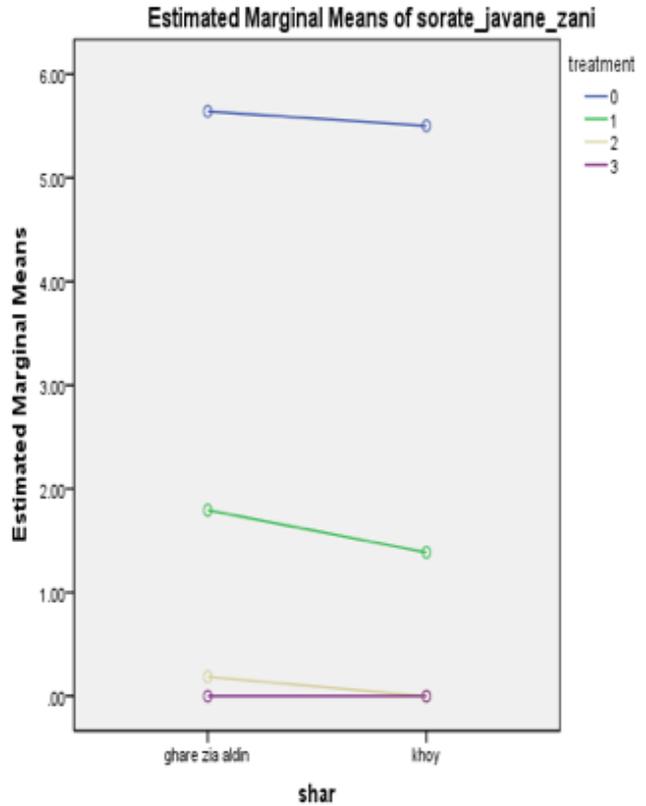


Chart 2 - Germination rate

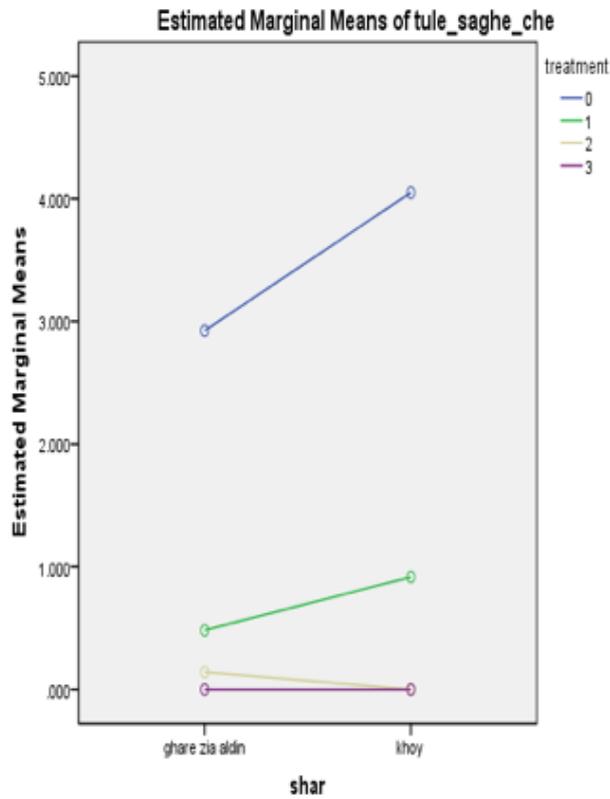


Chart 3 - Plumel length

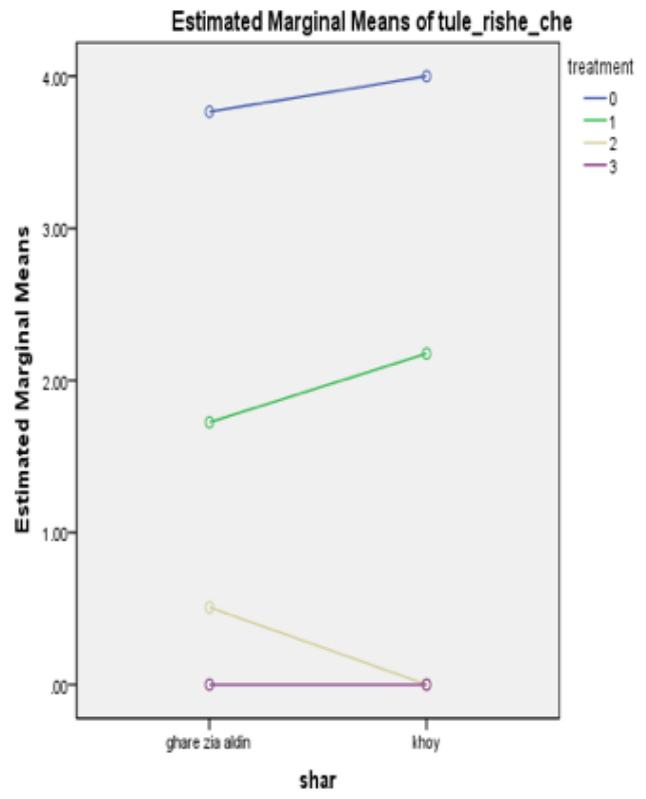


Chart 4 - Radicle length

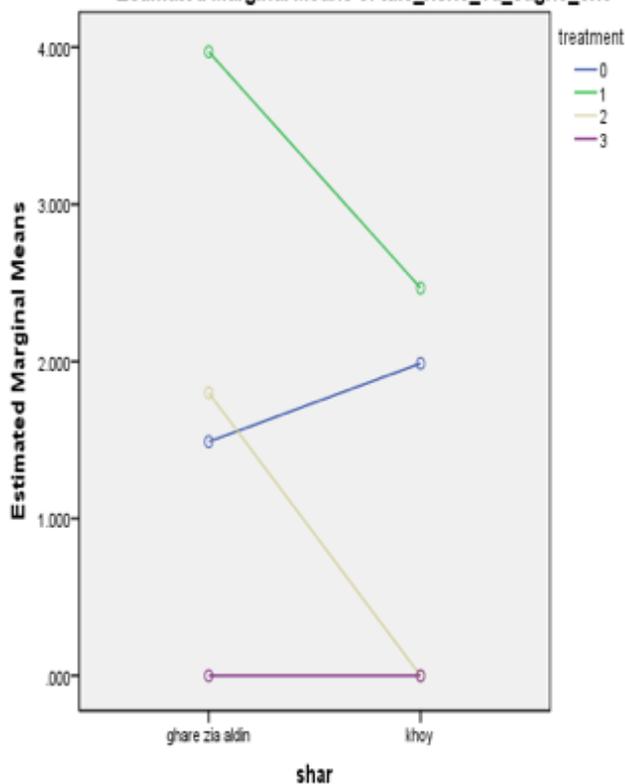
Estimated Marginal Means of *tule_rishe_va_saghe_che*


Chart 5 - Radicle/plumel ratio

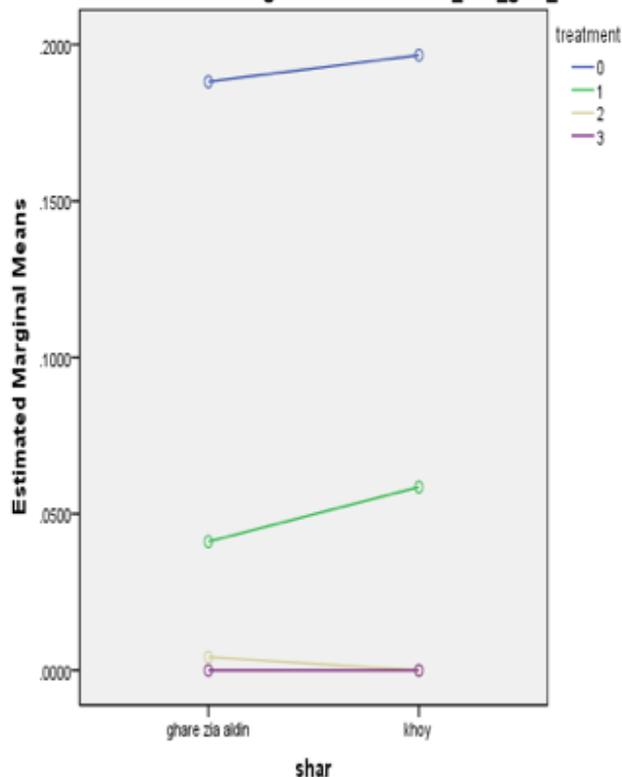
 Estimated Marginal Means of *vazne_tare_giah_che*


Chart 6 - Fresh plant weight

Summary and Conclusion:

The overall results showed that exercise and increased levels of stress at germination stage on chickpea crop has negative effects, So that both local mass were unable to germinate in potential of -12 bars. Also, in the potential -4 bars, stress, leads to a reduction of yield index (except radical length to plumule length ratio) at germination stage. However, despite the visible differences in interaction between stress and genotype, statistically non-significant and also taking into account the simple effects from local mass studied, which was non-significant, there is a uniform sensitivity of the local masses to drought stress.

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STUDYING THE INTERACTIVE EFFECTS OF SALINITY STRESS WITH CHICKPEA GENOTYPES AT GERMINATION STAGE

Rasoul Khodaverdivand Keshtiban,

*Lecturer, Department of Agriculture, Payame Noor University (PNU),
Tehran, Iran*

Email: gengenomi@yahoo.com

ABSTRACT

Salinity is of the main problem in crop production in many parts of the world, especially in arid and semi-arid areas. In order to evaluate the effect of salinity on seed germination and growth of chickpea seedlings (including local masses of Khoy and Chaipareh) a factorial experiment in a completely randomized design with three replications was conducted in agricultural and Natural Resources Research Center of West Azarbaijan province in 2013. Different levels of salinity of sodium chloride were in -4, -8, -12 bars with the control sample (distilled water). Analysis of variance showed that applying levels of salinity has significant and decreasing effects on all the studied traits including the percentage and rate of germination, radicle length, plumel length, radicle to plumel ratio and the fresh weight of seedlings. At control sample level, in traits such as radicle length, plumel length, radicle to plumel ratio and percentage of germination, local mass of Khoy were slightly higher than local mass of Chaipareh, while in characteristics such as rate of germination, and fresh weight of seedlings compared to local mass of Chaipareh were slightly less. In addition, in the treatment level-4 bars, and with potential's getting negative, while reducing average of all traits (except the percentage of germination) compared to the average of control sample, in all traits, local mass of Khoy had less average than the local mass of Chaipareh. Moreover, in potential, -8 bars, and -12 bars germination did not happen indicating low salinity tolerance to salt stress in the studied local masses. However, despite the visible differences in the interaction between stress and genotype, which was statistically insignificant, the overall results indicate the same sensitivity of the local masses to salinity stress.

Keywords: chickpea; salinity; germination; seedling.

1. Introduction

In general, stress is too much pressure of the opposition forces, which brings about the stop of natural systems, in other words stress is a factor that influences the responses (Johns and Johns, 1989 and Levitt, 1972). Any natural factor that is potentially adverse to the biological environment is called stress. The ability of plants in preserving themselves or growing in size is called resistance to stress (Sarmadnia, 1993). Plants are often exposed to various stressful situations that act together (Buddenhagen, 1984). Most agricultural areas of Iran are susceptible to salinity and the greatest salinity-prone areas are in central Iran. Therefore, due to the dominance of irrigated agriculture in these water and soil areas, by pass of time, they are prone to reduction of quality. It is estimated that in existing saline areas, the average performance reduction may be more than 50 percent (Qureshi et al., 2007). These areas include large parts of our country such as fertile plain of Qazvin and the Mughan, Gorgan and Gonbad, Varamin and Garmsar, Sistan and from Fars to the south stripe and fertile lands around Zayandeh Roud that are affected by salinity one way or another that gradually get out of reach. This amount reaches to 75 percent of the total country's irrigated land. Soil salinity, due to preventing absorption of water and nutrients to the plant, is one of the limitations of crop growth and has been reported as a major farming problem, particularly in irrigated agriculture (Mir Mohammad Meybodi and GharehYaazi, 2002). Among the crops, legumes are considered as salt sensitive plants (Maas and Hoffman, 1977).

Among legumes, chickpea, broad beans, and green peas are more sensitive to salinity (Maas and Hoffman, 1977, Lauchli, 1984). Maas and Hoffman (1977) argue that comparing reactions of species to salinity in different experiments will have little credibility due to their being effected by different climatic conditions. Here, the low performance of chickpea in Iran is due to cultivating soon return items and their sensitivity to different environmental stresses (Bagheri et al., 1997). Area under cultivation of chickpea is 1.3 million hectares and an annual production of 7.5 million tons (FAO, 2006). In Iran, chickpea is more important and has more cultivation areas and production (Bagheri et al., 1997), its area under cultivation has been 602, 558 hectares in 2006-

2007 cultivation seasons, of which 13743.6 is irrigation and 588815.5 is rainfed. The average performance of irrigation in this crop year has been 1175.82 kg per hectare and in rainfed chickpea is 524.15 kg per hectare (Anonymous, 2009).

Salinity affects all the main processes like growth, photosynthesis, protein synthesis and lipid metabolism and energy, and thus the entire process from germination to seed production of the plant life (Naidoo and Naidoo, 2002; Maslenkova et al., 1999). The seeds of the plants are naturally exposed to the salinity and this salinity is usually due to the presence of sodium chloride (NaCl). When salinity is in the range of 8.0% to 4.2%, it is one of the important factors of environmental stress that affects germination (Khan, 2000).

Checking physiological characteristics of different species in relation to tolerance to salinity pursues two objectives; first, it leads to determination and classification of a wide range of responses bringing the plants to increased salinity. Secondly, it causes selecting adaptive features of salinity by the plant (Jefferies and Rudmilk, 1984). A heuristic method for salt tolerance at germination stage is studying the genotypes response in artificial stress conditions, for example in a solution of sodium chloride (NaCl) (Pour Amir, et al., 2010).

Salinity effect on lack of development of germination is mainly as a result of osmotic effect of sodium chloride (Azarnivand et al., 2005). Under this basis, this study was conducted aimed to study the effect of different osmotic potential due to salinity on attributes related to germination of chickpea and to evaluate and compare the sensitivity of local masses studied in conjunction with different levels of salinity.

2. Materials and Methods

This study was conducted in 2013 as a factorial experiment in a completely randomized design with three replications in agricultural and Natural Resources Research Center of West Azarbaijan province on local masses of Khoy and Chaypareh to examine the effects salt stress. Experiment groups were at different osmosis potential from sodium chloride (-4, -8, -12 bars).

Each trial consists of Petri dishes of 9 cm diameter and seeds were placed in these disinfected dishes containing sterile filter paper. For disinfection of seeds, the seeds were rinsed with distilled water, and then placed in a solution of 5% sodium hypochlorite for one minute and later washed with distilled water. Moreover, seeds were placed in a fungicides solution benomyl two per thousand and then again washed for three bars with distilled water.

Solutions prepared with salinity levels of 10 ml were added to each Petri dishes then Petri dishes were sealed by Para film and transferred to an incubator at a temperature of 1 ± 25 .

Seeds were reviewed on a daily basis and the number of germinated seeds with 1-2 mm radicle length was recorded at the same time during the day until the end of the experiment on the eighth day counting until the number of germinated seeds until three consecutive days in each instance get fixed (Mojab and Zamani, 2010). In order to measure the speed of seed germination, following equation (1) was used (Agrawal, 1991):

$$R_s = \sum_{i=1}^m \frac{S_i}{D_i}$$

where R_s is germination rate (number of seeds per day), S_i number of germinated seeds in i -th counting days and D_i is the number of days to i -th count. To calculate the percent of germination, it was acted according to equation (2) (Agrawal, 1991):

$$GP = N_i/N \times 100$$

where GP is the germination percentage, N_i is the number of germinated seeds until i -th day, and N is the total number of seeds. At the end of the experiment, using three random samples from each sample, radicle length, plumel length, radicle length to plumel length ratio and plant fresh weight were measured. Before analyzing the data, the normality of the data was evaluated and, if necessary, appropriate conversion was done on them (Arcsin conversion). Statistical data analysis was performed using SPSS software.

3. Results and Discussion

Analysis of variance showed that (Table1) applying levels of salinity stress have significant effects on the related traits to germination so that by water osmotic potential's getting more negative, all the quantitative and qualitative traits were reduced.

The results of variance showed that in all traits studied, no significant differences were observed between pea masses studied. In addition, since the interaction between local masses and samples of levels of salinity was insignificant, in relation to all other significant traits studied that the results show the same sensitivity of local varieties to salinity stress. Hasson et al (1980) stated that the effect of salinity is useful in choosing salt tolerance cultivars. Crops can tolerate salinity up to a threshold level, and then by increase in salinity, their performance linearly decreases (Flower, 1991; Soltani et al., 2001), the results from interactions are given in Figures 1 to 6.

Surveying figures of interaction indicates that in the control sample level, in traits such as radicle length, plumel length to radicle ratio and germination percentage of Khoy local masses compared to Chaipareh local masses slightly a higher average, but in the germination rate and wet plant weight has a lower average compared to Chaipareh. While in the treatment level, -4 bars, by potential's getting negative besides reduction of average of all traits (except the percent of germination) compared to the control sample, in all traits, Khoy local mass has a less average than Chaipareh local mass. Also at -8 bars and -12 bars, germination did not happen indicating low salinity tolerance in the studied local masses.

Khodabakhsh, et al., (2010) showed that salinity stress has significantly reduced percentage and speed of germination in chickpea cultivars including bioniche and ideal figures and reduced radicle and plumel growth in seedlings of both cultivars chickpea. A chickpea plant is among the plants sensitive to salinity, and its germination rate in salinity is higher than 50 Mm is greatly reduced. Reduction in the percentage and speed of germination of seeds under salinity may be due to salt accumulation in the tissues of the seed that leaves irreparable toxic effects and disrupts water absorption by the seed for germination.

Behboudian and Lahooti (2005) showed that the rate and percentage of germination of all varieties of chickpea decreases with increasing salinity from zero ds/m to 18 ds, and other parameters including radicle length, plumel length, number of radicles side, radicle and plumel in low levels of salinity (zero to 6ds) increases and by increase in salt concentration in the solution.

Murillo et al., (2002) reported that reduction of germination index can be related to the reduction of rate and speed of initial water absorption and low osmotic potential effect and toxicity of ions in the biochemical processes of germination. In a study conducted on chickpea plants showed that eight-decimeter concentration reduces the prevent germination, but does not stop it. The research has shown that chickpea has less sensitivity to salinity in the germination stage compared to other stages (Roana, 1986).

Salinity reduces osmosis potential and germination percentage, because of this with the presence of water molecule in the environment, these molecules are absorbed to ions in the soil and get away from the seed, so seed cannot absorb water and faces water stress (Ashraf and Waheed, 1990).

Table1.

Analysis of variance of traits related to with lentils germination under salinity stress

<i>Sources of change</i>	<i>Germination percentage</i>	<i>Germination rate</i>	<i>Plumel length (cm)</i>	<i>Radicle length (cm)</i>	<i>The radicle/plumel length</i>	<i>Fresh plant weight(gr)</i>
Salinity	1945.593**	49.670**	16.31**	22.696**	8.722**	0.040**
Genotype	000 ^{ns}	0.046 ^{ns}	0.346 ^{ns}	0.088 ^{ns}	0.251 ^{ns}	0.004 ^{ns}
Salinity × genotype	0.000 ^{ns}	0.017 ^{ns}	0.526 ^{ns}	0.225 ^{ns}	0.97 ^{ns}	0.002 ^{ns}
Experiment error	5.796	0.133	0.620	1.252	0.942	0.003

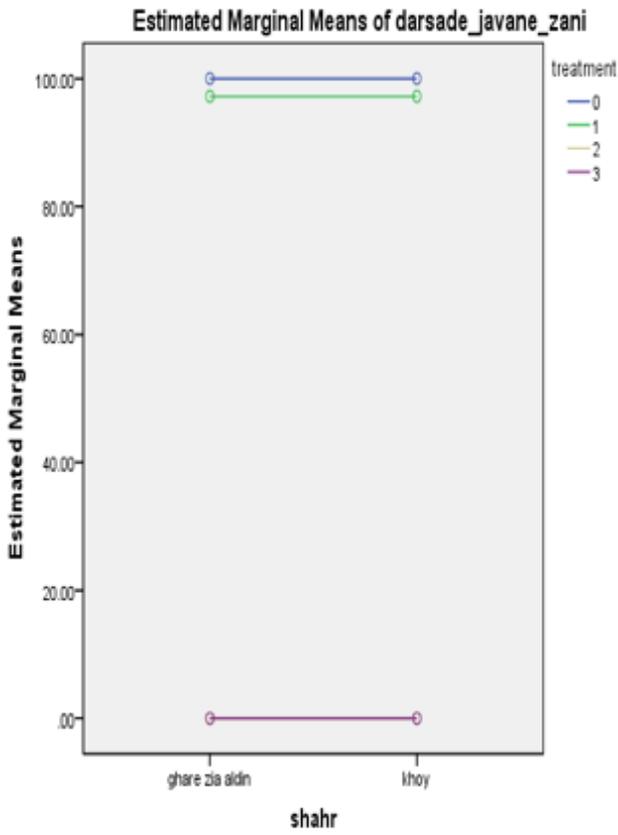


Chart 1 - Germination percentage

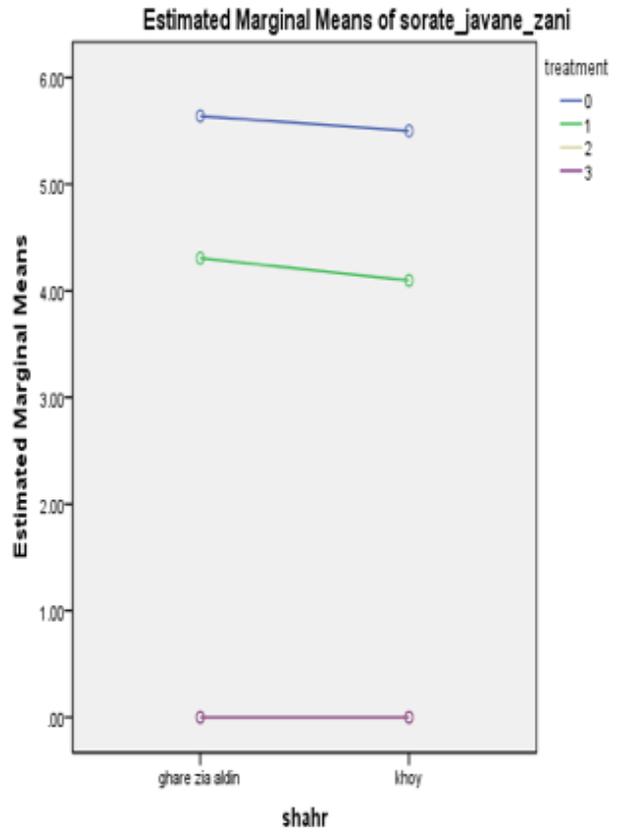


Chart 2 - Germination rate

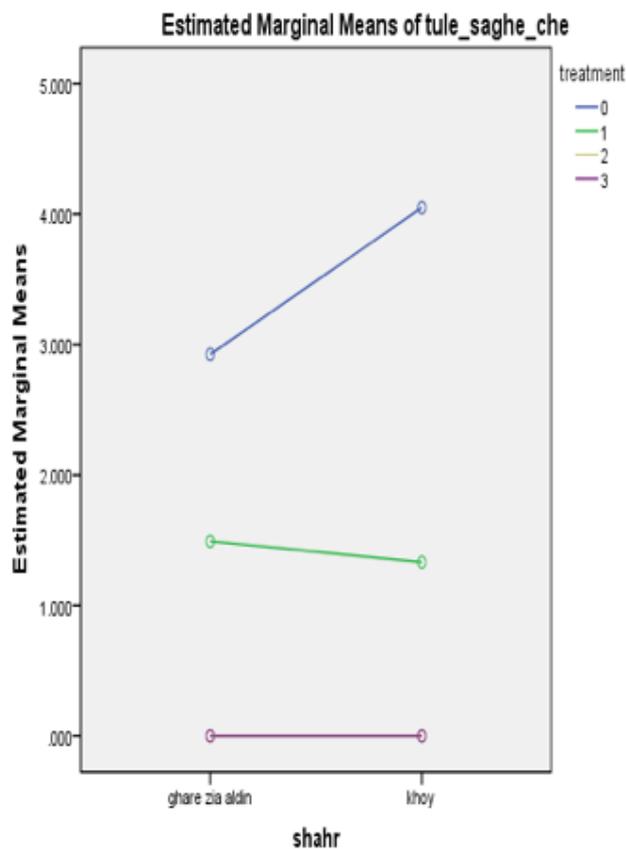


Chart 3 - Plumel length

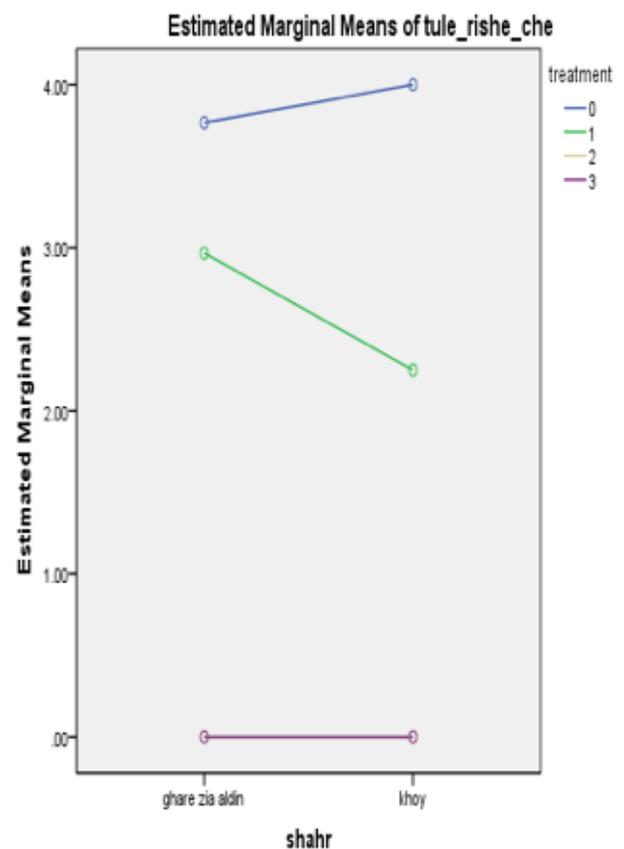


Chart 4 - Radicle length

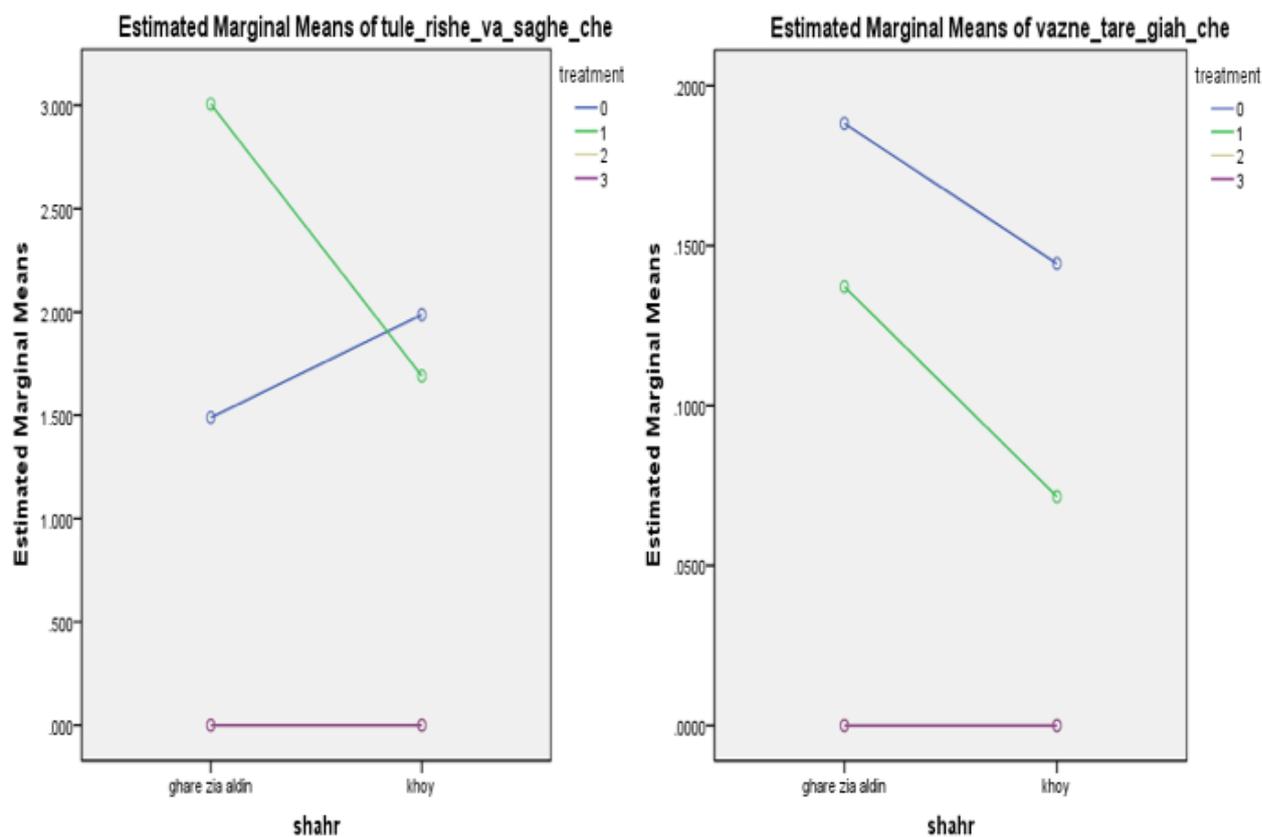


Chart 5 - Radicle/plumel ratio

Chart 6 - Fresh plant weight

4. Summary and conclusions:

The overall results of this experiment showed that applying and increasing levels of salinity in the germination level has negative effects on chickpea crop so that in both local masses in potentials -8 and -12 bar cannot germinate. Moreover, applying tensions leads to reduce indices related to plant performance at germination stage on in -4 potential. However, despite the visible differences in interaction between stress and genotype, statistically non-significant and also taking into account the simple effects from local mass studied, which was non-significant, there is a uniform sensitivity of the local masses to salinity.

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HISTORICAL SCIENCE

CHECK QAJAR WOMEN'S CLOTHING

Mohammad Piri,

Assistant Professor, Uuniversity of Sistan and Baluchestan, Zahedan, Iran

Zahra. Mangolī Hojjatabad Kashkou,

MA in Islamic history, University of Sistan and Baluchestan, Zahedan, Iran

ABSTRACT

One of the Iranian Qajar eras whose undoubted influence of the culture of the West in the Iranian society. The influence of the West in the wake of the presence of foreigners is that a change of clothes Iranians. This conflict was just the kind of cloth that was what women wear ordinary women vary off the court. The main elements of women's clothing in general, the course includes: shirt, cassock, sweatshirts, vests, long torso belts and gloves, pants and so on. Afsharieh Zand Safavid era we are seeing the same clothes, there was only a slight change in the pants. All items of women's clothing in the Qajar period beginning from the cultural, traditional and religious beliefs. However, the final period of the Shah of Iran and that a period full of ups and downs of political and social change is considered, clothing as part of culture against internal and external developments will be dramatically changed. This article is an analytical method that has been tried to study women's clothing in the Qajar era and the factors influencing changes in the coverage of women's fashions. Finally, social and cultural developments of the Qajar era in bilateral movements and imports of goods from the West European influence in Iranian society was diverse causes, Clothing as one of the main manifestations of culture, changed and pushed it toward the European model. As well as the impact of the Bábí sect followed by the revolution in women's veil transformation is evident.

Keywords: Qajar; the Bábí; constitutional; Nasralydn king; women; apparel.

Introduction

Clothing as a cultural icon and a part of people's lives is important. Historical clothing separate from social and religious history of human civilization is not possible.

Clothing represents the evolution of a society and yet reflect the differences that exist between sectors of society. We each coating type are witnessing a period of contemporary Iran. One of these periods, the Qajar era. By Agha Mohammad Khan Qajar(1211-1209 AH / 1795-1796 AD) Established and ended with Ahmad Shah. But what fills our discussions, review of women's clothing Qajar era.

Clothing Qajar two separate periods. The first period is a period that was still underdeveloped relationship with foreign governments. In fact, before the trip, Nasser al-Din Shah was little change in the uniform of a number of Iranians, but the society was far from these changes. Especially ordinary people to wear traditional ethnic and continued. The second period is the period when merchants and European travelers to Iran, Shah Qajar travel to Europe, the increase in imports of various goods abroad, the Babbitt and constitutional change appears significant. This effect was accompanied by internal and external factors. Due to movements imitate foreign models more and kings to carry out scientific achievements and positive influence of the West, Westernized and forgot their culture. The flow of Babbitt sect that arose out of colonial ideology and culture as well as the constitutional conflict to its peak; To modernize and pushing them to the unveiling of women's clothing and immorality and ultimately destroy the country's ancient culture. In this

study, an overview of women's clothing Persian Qajar period and review the changes affecting women, the course will cover.

1. Importance Cover

When a man wearing only protective cover themselves against threats external environment assumed. He was covering the space between themselves and the outside world, but the larger space, the veil of privacy tools for veil and her tribe was covering fighting. To identify authentication others, and expressive language, traditions and cultural beliefs that had its own particular manifestation of national and religious values that found expression in clothing. All this helped to realize the value and importance of the veil. Cover different segments of society, from social attitudes, traditions, occupations, etc. climate and culture of the community. The impact of thoughts, ideas and each other made the dress, wear it to adopt that continued over the years as the identity and credibility.

Variations in the coverage of individuals in a society, represents the diversity in culture and traditions of society and whatever the diversity of cultural issues is, of course, the cultural richness it will be added. Interference mental affiliation and beliefs of ethnic, national and religious formation, style of dress and ornaments and makeup as it's in all periods of history, especially among various ethnic groups in Iran, as well as we can. Some scientists maintain that even such an important role for clothing and ornaments abstract definition of human being regardless of his clothing, tariffs are purely subjective. So do not be connected with clothing art, literature, religion, economics, class and even ignore social identity (Matin, 8: 1383).

2. Interior in pre-Qajar Iran

Safavid milestone in terms of culture and civilization, between the periods before and after it is. Manifestations of this culture is one of the clothing of the period to gradually evolve as economic and trade relations with the European nations of the course begins. Qajar and Pahlavi monarchy gradually beginning to peak. And as a result of the evolution of women's clothing and men, especially in recent centuries have economic and trade relations with the European Safavid rule of the Safavid Search Krd.gr what was a traditional society. But as a result of this relationship conflicts created by the manifestations of this conflict, especially in women's clothing. Women's clothing affluent and courtly Safavid period depends on the wealth and rank of their husbands. In an appearance on a main element had different clothing and a tent that covers them from head to toe. Of course they were different tent material, depending on the position of their husbands. . But the main components of women's clothing were normal in every class that was almost a minor difference in cloth and decorations that were attached to it. Iranian women's clothing, men's clothing is similar in many respects, except that the men's pant pants are tighter and louder. The fabric of the pants is thicker oncoming because women do not wear socks. Their feet with their boots fabric sewn into the cover. It boots up four fingers above the ankles are made of fabric or a craft is beautiful and expensive. Cambric shirt that is open from the front to the navel. Doublet of men is higher than women's torso.

3. Women's clothing Qajar

Tourists and politicians who have traveled to Iran to cover men and women, and many have noted this in his book. For example, Madame Jane Dieulafoy writes in his book: ((Clothes they wore harem women wore what on the street, a lot of differences. Dress streets of this direction was made that all parts of the body through the eyes of passers-by cover, But the clothes that women in the harem and their homes, they had a variety of other projects)) (Divlafva, 140: 1376 -141).

Tasr of women's clothing in the Qajar period were:

1-3. Coverage of

1-1-3. Shirts

Women's clothing in the course consisted of a shirt with two front welt cord that most of it was visible, and the main reason it was easier to breastfeed (Matin, 56: 1383). ((T-shirts Iranian women, as husbands very short shirt without collar. Shirt with gold buttons and pearl neck is

closed. Elegant silk cloth embroidered shirt of their choice and the two or three rows of pearls around the neck of an oncoming small. Women, like men, shirt pull on pants.

The shirt Bust called ((Arkhalq)) that is usually worn and lined Atlantic. Dress, face to the name ((Chapgyn)) is perhaps the most ridiculous clothing that is intended for women. ((Chapgyn)) clothes without collar front Kmrgah game that follows it three buttons are sewn together. ((Chapgyn)) from left to right and right buttons there is overlapping)) (Drovil, 60 : 1369-61). Pollock itinerary also mentioned in connection with this shirt. Silk scarves or brocade corset due to failure of the body is sticking out in front when it is open to null)) (Pollock, 116: 1361).

2-1-3. Skirt

In the early years of the Shah's regime, such as the long and short skirts are still on foot. But after Shah's visit to Europe, and dance in celebration of St. Petersburg ballerinas performed in front of him, short skirts and no pants legs China and drew the attention of the king. When he returned from abroad, with a dancer clothing to Iran and offered it to the lady of the court. Also in this period, following the short skirts that were leg, from under the skirt used to skirt China appear more and more puff skirt has to be (Najmi, 138: 1362). Rene Dalmany in their itinerary called ((from Khorasan to Bakhtiari)) refer to women's skirts in this period, saying: ((a woman at the house of the two or three short skirt. The skirt that mimic the skirt European short-dancers, covered on both.

3-1-3. Arkhalq or Bust

Arkhalq torso or long coat that can be worn on T-shirts and the fabric was sewn with exquisite sleeved samosas. The front door was open and although he never press the button to shut down not because the T-shirts and jewelry to be exposed.

John Zka writes about decorating Arkhalq: ((around sleeves and lace and passementerie and samosas Arkhalq of the forearm on the back, and sometimes they leave it free from elbows to hang out. Sometimes during this samosas and the elbow was very high and there was little button does not close the non-appearance. It's Arkhalq called Chegini and around the building and passementerie, and the building was wider than it was more upscale. Lower classes instead of gold embroidery, lace embroidery was)) (ibid., 24-25).

4-1-3. Pants and trousers or skirt Bureau

Pants at the beginning of the Qajar period to the middle of the Nazarene, under long skirts or covered Pachyn Women and the longer skirts and pants, trousers Shdnd.az not seen the free style tight pants and generally insignificant was not a short period also was used long pants and loose without fuel, that part of it was under Shlyth (Zka, 27: 1336-26).

Dalmany also refers to it in his travelogue: ((at the time of the Shah, women wearing trousers were at home during the cold season)) (Dalmany, 412: 1378).

5-1-3. Doublet or Shapkyn

Clothes can be noted that the doublet is front and collar.

At first, even the shoe was the height of the ankle and gradually shorter length skirt so that the bust had become.

((This quilt will be closed only by a button, large pockets and waist dress that's too big can make more of a)) (ibid: 404).

2-3. Headgear

1-2-3. cap with lace

At the beginning of the Qajar period covering women's head covering was a woman Zand which consisted of chiffon that comes with the cap or skullcap decorated with all kinds of jewelry and the cover-up period of Fath Ali Shah continued. A large number of miniatures of this period represent the headgear. (Ibid., 416) Based on the role that remains of this period can be concluded, Overall princess crown jewel and aristocratic women at a special ceremony of various jewelry

And in an informal style diadem with jewels less and Paisley, which was decorated with feathers used (occult, 594: 1384).

2-2-3. Kerchief

During the Shah and fashion coincide with the Shlyth and pants, scarf was one of the inner lining of the women. They were pinned kerchief under the throat; So that from a piece of thin silk cloth that was used to form a square., It has a beat and become a triangle, and then put it over the right angle triangle is placed behind And

More white (Karlasrna, 75: 1362). Charqdqalby including common Charqdhay Shah within the women within its inventor, the best type of Sunflowers was called and it was kerchief and was used by the starch molds. (Zka 29: 1336).

3-2-3. Tent

Tents very loose robes that Klvsch or square cut and the entire body (from head to toe) covers. Because women go out of the house, wrapped in a tent (Olivier: 156: 1371). In general, the main cover women during the Qajar period away from home has always been a tent. The tents of various types that include: Chintz prayer tent, canvas, velvet and canvas tent Atlantic or four houses in blue and brown bedspread that it is also said that in the villages of black or purple fringe Dasht. chadr cotton or silk woven in Yazd and very durable. ((aristocratic women around the black tents decorated with silver passementerie and fringe, and later it was abolished and in its place built a margin of blue, brown and white two finger around the typical black chador. occult, 598: 1384). Sometimes aba tents brought from Baghdad that was very precious and for the women of nobility (Zya'pvr, it has: 188).

4-2-3. Scavenger

The most important elements of women's clothing when going out of the house and in fact the veil was complete. ((In addition to tents and Chaqchvr women by white linen cloth from sixty to seventy centimeters wide basis to cover part of the chest called the veil. The veil with hooks of silver and gold and other jewelry Behind closed, in front of the lace veil, a width of about seventeen and nine cm that allows her to see his feet)) (Dalmany, 415-417: 1378). within the rectangular hole in it with silk and looked like it was going to be difficult for some women artists of the source of income in this period was a)) (Zka 32: 1336).

5-2-3. Coils or veil

In the late Qajar coil or mesh mask that was made from hair, which became popular with black tent was used. There was a positive point of view relative to Pyjh or mask. For example, John Zka in the book ((women's clothing from thirteenth century to the present day)) Ayng.neh writes: ((coil or mask bad-was limited to women)) (ibid: 32).

3-3. cover

1-3-3. socks

Women in the Qajar in winter white socks were made on foot. In the summer of walking barefoot in the courtyard. In the late Qajar Qajar monarchy, on pants this tight, white socks worn (like pain, 173: 1387).

4-3. Foot cover

4-3-1. Chaqchvr

Chaqchvr, consumer piece of the Qajar women when out of the house wearing it. During this period, because it was on the orders of Nasser al-Din Shah capri pants and was part of the feet, were forced to get out of the house, Chaqchvr that is similar to Tights The clothes on their head to their feet.

Chaqchvr was wide open at the top and at the ankle China eats and was sewn into a sock. To any part of the body is not found (Najmi, 168: 1362) and paragraph .chaqchvr has long Liffe and in the lower abdomen was closed.

5-3. Footwear

He wrote at the beginning of the Qajar government was tipped on to the green, red and blue colors used. The shagreen or open shoes, leather heel and was colored. It seems that it is difficult

to walk. After the arrival of Europeans on Iran and its relations with the European open court shoes with black leather and glossy fashion that it Qndarh Christian Zka notes (Zka 27: 1336).

4. Factors affecting the Qajar era clothing

Since the Qajar era and the beginning of the modern history of Iran's entry into the global arena, major changes in the level of public awareness, there Qajar. European delegations travel to Iran and imports of goods from them, kings and princes traveled outside Iran, the political movements, various social Bob and constitutional and subsequent growth of the media and schools to increase awareness of the community. It also causes changes in thinking people and women and their participation in the community. Most impact can be seen in the section.

1-4. Internal factors

1-1-4. Bábí sect and change clothing

Mohammad Ali Shirazi (aka Bob) on the first day of Muharram 1235 AH, corresponding to October 1819, was born in Shiraz. His father and his mother Fatima Begum, Mirza Mohammad Reza Bazzaz or had to promise Khadija Begum (Zandi, Beata: 64). After the death of his teacher, Sayed Kazem Custard himself Imam Mahdi (as) he and a group of naive people and a group of opportunists with different motives to believe him. So while larger claims as proposed Mahdi (Mashkour, 1372: 816). Syed Ali Shah ordered the shuttle was detained in Tabriz prison too. House debate now provided scholars Tabriz. The House of the questions that he was not able to give adequate answers. Technology to Tabriz ruling that ordered the execution. Relying on opinion leaders Artdadgr Tabriz that he had read, in the city of Tabriz was executed on 27 Sha'ban 1266 (Sepehr, 1377, Vol. 3: 831-827)

2-1-4. The constitution and change of clothing

After Shah, Muzaffar al-Din Shah was replaced. In the course of the constitutional movement took shape politically and culturally one of the most important events in the first decade of the twentieth century is considered. Revolution was initiated by the spiritual leaders And with the participation of people, especially women continued to constitutional rule by signing went Din Shah (Spring, 1379: 15). The constitutional and new wave with which it was created, in terms of coverage Khans in turn changes that would pave the way for subsequent developments.

3-1-4. Qajar era architecture

Among the factors that shape the garment is of Ghajar. Sometimes the architecture and style of the building is based on the beliefs of the people and to adapt to climate and traditions, etc., which of these factors influenced each other. For example, the architecture of your home and outside the home due to the coverage of women both inside and outside, pretending to be special.

No windows to the street or alley that an alien can not shed the view into the house. Consisting of several courtyard houses with pools of water and garden full of flowers and plants. No man's home but not allowed to go inside, "(Benjamin, 1369: 82). The living space was the home for men to be able to serve her guests in another part of the house was called the outer courtyard, welcome. Brvksh Heinrich, in his book "Journey to the court Sahbqran" wrote: "Men and women were separated and the more Tfryhgahhayy to meet men and women who can play with freedom and fewer constraints on pay" (Brvgsh, 1367: 171).

2-4. External factors

1-2-4. Trip kings and princes out

Beginning with the reign of Shah, because more foreigners traveling to court and the court ladies associated more with women ambassadors and other politicians, and also for trips to Europe Shah, covering changes in the way they came into existence. Of course, part of the traditional clothing still remains as previously (Rajabi, 1384: 41).

They tie his turban strange to consider that the grace and beauty of this is added. But I think something stranger than the clothes they're not, they're out of their home in tents cover the face with a veil to cover scavenger (Darvil, 1389: 60). Special type of coating that makes women's

clothing imported from abroad and foreign ready for sale to Iran had been unable to sell. Tents and traditional women's clothing was an obstacle to the use of foreign goods "women against colonialism, turned over to boycott foreign goods, And because women often responsible for buying a home or determines Mnzland consumption, Boycott goods from them, as declining sales of imported products in the country that this problem could be large losses on foreign countries exporters of goods to Iran allow women to understand, often to boycott foreign goods, "said (morning, 1352: vol. 2: 48) Little by little shirt and pants Shlyth replaced by long shirts and a long piece that they were varied in terms of fashion instead Arkhalq, coats and blouses became common European and fabrics and velvet and tour Trmhdvzy way to crepe silk, ribbons and crepe were and other European fabrics. Black pants and pants into socks, stockings and mechanical engineering were the length and width of tents and Chaqchvr declined among young people in general was outdated. Scavenger also gradually disappeared and gave way to mask the coil. (Zka, 1336: 32). This change in attitude can cover a lot of documents, travelogues, paintings and images of the Qajar period saw the left.

Conclusion

In the wake of a study that was done in this study can be divided into three periods: the reign of Qajar, that every time we see a type of coverage based on the circumstances. The first period included the beginning of their reign and due to low traffic traditional women's clothing.

They dress like this, a shirt without collar short of the front opening and gold and pearl buttons adorn it. Shirts and baggy pants, like men's trousers and a short torso as Arkhalq was completed. Headgear and also the fabric to form a triangular shape that it would kerchief.

Nasir al-Din Shah to travel to the end of the second period of the Nazarene, travel Nasser al-Din Shah to Europe and Russia and to St. Petersburg ballerinas in tights and woven pants legs were thin and very short skirts are worn as much as an inch on it; King prompted the women to wear this kind of dress encourage your shrine.

Mozaffari third period from the beginning of the end of the Qajar period. In this period we are witnessing the constitution and Babbitt. Many women and girls as well as its properties incline, but the demands of ordinary people and the religious atmosphere of the community, took their place. Mozaffari third period from the beginning of the end of the Qajar period. In this period we are witnessing the constitution and Babbitt.

These services as one of the cultural manifestations changed, and it led to a European model. Subsequently, jackets, skirts and dresses in the style of wild rose, particularly among upper-class women. Families dependent on the court of the coating used as crown prince and intellectual women, Al Ain and Sadiqah Karabakh settlement to abandon the veil and follow the fashion in Europe, stepped forward.

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MUSEUM OF ANTHROPOLOGY BASED ON POPULAR CULTURE IN THE HISTORICAL CONTEXT IN ARDEBIL WITH THE APPROACH OF SUSTAINABLE ARCHITECTURAL DESIGN

Roghayeh Ataei,

M.S student of Islamic Azad University, Science and Research Branch of East Azerbaijan, Department of Architecture, Tabriz, Iran

Mohammad Reza PourMohammadi,

Professor of Department of Urban Planning and a Member of the faculty of Tabriz University, Tabriz

ABSTRACT

Museum is a permanent institution for maintaining cultural and artistic heritage and cultural promotion of a society, which is active for the public in a variety of forms especially through educational and recreational show of artistic, historical, scientific, technological etc. collections. The goal of museums is to collect, keep, study, transfer, and exhibit the remaining witnesses of man and their environment for the purpose of investigation, education and spiritual exploitation. Investigation and recognition of the form and content of the changes and effective factors over time is only possible by use of the remains of the changes. These works have various effects: they are sometimes subjective and sometimes objective, which are called “cultural heritage”, if they are related to the man’s past and presence (Heydari, Saatian, 1389, 14).

The research objectives:

- 1- Use of historical buildings, sites and monuments and cultural heritage to design an appropriate architectural model for the valuable historical context.
- 2- Resuscitation of the valuable historical context of the city.
- 3- Creating a cultural context in the vicinity of the historical-religious context and creation of today’s symbol for posterity.
- 4- Display of the concept of anthropology museum, its evolution and effect on the city context as the maintenance of identity and values and its appearance in the project as a whole.
- 5- Attention to the historical context as the focus of the design.
- 6- Space adaptation based on Iran’s architecture design concepts.
- 7- Promoting the culture of the society.
- 8- Attention to the people and residents’ role in the design.
- 9- Attracting tourists and making them and also native people familiar with the valuable customs and traditions of the city of Ardebil with historical background.

The research hypotheses:

- Social components of the historical context play a major role in the design process of the museum.
- Iranian architecture has features and concepts that are timeless and sustainable as the architecture has survived in different periods.

History of museum in Iran

Familiarity with the museum in Iran dates back to 1252 AH, when Nassereddin Shah came back from his Europe journey.

According to his command, a museum was established and launched in the royal citadel. However, the museum, like its siblings in Europe, had a purely private and aristocratic aspect.

1355 AH was the peak year for establishment of museum buildings in Iran. In this year, the motivation for creating buildings with the mere performance of museum proliferates and the Museum of Contemporary Art, Niavaran cultural center is one of its results.

The history of principles and charters presented for architectural design of historical contexts

Looking at the movements carried out in the protection of heritage over the past 50 years, the first obtained result is that International Committee of Conservation has generally focused on one

or two important and main challenges in each decade, while has not prevented other important issues that are determinant of a steady period (Torkzaban, Mohammad Moradi, 48, 1390).

Among them is the decade of 1960s which is called the decade of building theories consensus. 1970s is the decade of heritage listing. 1980s was the decade of sites management and 1990s was the decade of accepting and defining the issue of new heritage like cultural perspectives, holy sites and native habitats that aroused the enthusiasm of world societies and debates for the definition of the meaning and concept of authenticity. The results obtained during 1990s paved the way for achieving material and immaterial cultural values of body features of a site and caused extensive explorations in the same period to be carried out in the area of protection of intangible aspects of the built heritage (Torkzaban, Mohammad Moradi, 55, 1390).

Historical context in Ardebil

Some studies of Iranian writers about the historical context and urban pattern and geometrical investigation of traditional buildings proportions of Ardebil in sequence.

Table 1

Investigation of the historical context and traditional buildings of Ardebil (reference: author)

<i>Date</i>	<i>Authors</i>	<i>Work</i>	<i>Reference</i>	<i>Conclusion</i>
1388	Mojtaba Rezazadeh Ardebili, Leila Peyghami	An approach resulting from recognition of traditional town to present the model of intervention in the context (case study: Ardebil)	Journal of Fine Arts, pages 73 and 84	Achieving a space fitting human interactions while maintaining the valuable skeleton of the context and creating urban spaces considering appearance of original people's customs and traditions and presentation of definite patterns and rules of design in the old context.
Mordad and Shahrivar 1383	Zohreh Bozorgnia	Urban spaces and architecture of Ardebil	In Monthly of Architecture, page 100	Attention to valuable architectural structures and urban spaces, utilization of them
Summer and autumn of 1376	M.Seir and translator:Mansour Fallahnejad	Friday Mosque in Ardebil	Journal of Culture and Art	History and genesis of mosques, process of effects of mosques on urban context and body and determination of mosque height with respect to town
1391	Behrooz Navid	Adaptive comparison of sustainable architecture in traditional houses and today's houses (case item: historical houses of Qajar era	The first regional conference on architecture and urban development	In the architectural design of traditional houses, in addition to the use of natural energies for the thermal comfort, they have also dealt with undesirable climatic conditions. Therefore natural architecture with the lowest need to fossil fuels, besides saving costs, prevents from pollution and destruction of the environment and is a clear example of the sustainable architecture.

Table 2.

Features of architectural styles of the Islamic period (reference: Stylistics of Iranian Architecture)

Khorasani	Rectangular plan Porch or Chehel Sotoon space Simple and unadorned (without decorations) Raw materials (adobe and brick) Lacking cover and decorations or sometimes with thatch cover Using a single campanile with circular section in north of the building Ellipsoid, oval, Canary curves
Razi	Rectangular plan Balcony space, raw materials brick Balcony's plan is square Use of sharp arches Building dome and its accessories (bridge abutment), domes are built on the back of the southern balcony Building a couple of minarets on the southern balcony Use of decorations (bedding, brick work, nodding, tile and brick)
Azari	A: The first method of Azari style is related to centrality of Tabriz with the following characteristics Making Huge and great buildings Attention to vertical proportions of the building Building balconies with a rectangular plan Variation in making balconies Using decorations such as bedding, golden tiles and featured tile B: The second method of Azari style is related to Timurid era with the center of Samarkand and the following features: Making stem (bottleneck) between the space of dome and dome home. Making rough surfaces across all the building Use of decorations of mosaic

Characteristics of Iran’s contemporary architecture

In recent decades and from the year 1300, Iran’s contemporary architecture has had the eclectic architecture with several different approaches as is mentioned in table (3-9). In order to investigate features and specifications of the contemporary architecture, table (3-9) can be mentioned.

In order to investigate and summarize the table, a research group supervised by Dr. Diba, selected and analyzed sixty buildings in Tehran. Buildings analyzed and studied from Iran’s contemporary architecture perspective have mostly been selected out of eminent works in Tehran. The group’s criterion for selection was the building importance in the analysis and study of Iran’s contemporary architecture. The criterion for selection of samples was based on buildings which were considered in specialized publications of architecture.

Buildings that are mentioned in the analyses suggested by the critics of Iran’s contemporary architecture

Buildings suggested at macro levels or ranked among the best of architecture competitions. Buildings whose field samplings indicated distinguishing features.

To continue the analysis and planning, a matrix is formed from the buildings and then a field survey is conducted to complete the matrix for each building (Diba, 18, 1385).

Table 3.

Experts’ view on Iran’s architecture

Pirnia, 1383	<ul style="list-style-type: none"> – Introversion: Every society respects tremendously their culture, habits and traditions. Iranians’ culture respects family and its privacy. Accordingly, they showed two types of spaces in the design. The activities related to families and their privacy should be settled in a space separate from public activities. – People and throne is related to the needs and consequences of applicability of a building; meaning that all needs of a building user should be responded proportionate with their social ranking (Pirnia, 1383, 26). – Modulus unit (Peymoon): The basic unit of measurement in building is called modulus which is the basis for other measurements. Modulus was small and uniform measures that were used wherever they were needed depending on the requirements (Pirnia, 1383, 26).
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	<ul style="list-style-type: none"> – Modulus unit (Peymoon): The basic unit of measurement in building is called modulus which is the basis for other measurements. Modulus was small and uniform measures that were used wherever they were needed depending on the requirements (Pirnia, 1383, 26). Measurement system helps to apply geometry and its benefits to understand better the behavior of forces in the structure of buildings. As it was said in the previous section, using modulus enabled an architect to create flexible spaces and the flexibility increases the life time of a building. (قابل ترجمه نیست) نیارشیه دانش نیارش (the strength of the static structure, building technique and building knowledge). It is said that they are the essential dynamic and static requirements of a building and includes all attempts made for building to adapt to the existing level of science and technology (Pirnia, 1383, 29). – Avoiding futility (contentment): This feature tries to display all attempts made to reach the maximum efficiency to users, which considers consequences such as control of cost loss and avoidance of building loads (making a building as light as possible by omitting parts of dead loads). Nowadays, equal conditions are obtained for such concepts by the reduction, adequacy, efficiency and various levels of economic and technological management (the same:28). However, in the meantime, mentioning the consumption culture of Iranians in the past is also necessary. Contentment, meaning the most favorable degree of utilizing available resources and management of individual and social life according to facilities, exists in this architecture (Naghizadeh, 1381, 43). Following the nature and creation, materials and products have been used observing the principle of contentment and their maximum efficiency and power has been utilized. As an example, when using clay or plaster, knowing these materials and their features completely, each one has been used at the peak of perfection proportionate with their features and characteristics and observation of the principle provide and architect with many facilities. For example, they have reached building of a variety of domes and arches when using clay; reached the art of brick work and a variety of brick mixtures and designs when applying bricks; reached a variety of designs and tiling while using glazed tiles and reached a variety of methods of utilizing subterranean, pool, fountain and waterfall water when using water and using them in architecture, they have made dreamy and pleasant gardens and pavilions in the heart of desert (Tahbaz, 1383, 128).
Ardalan, 1374	<p>The following seven design principles exclusively belongs to Iranian architecture masterpieces:</p> <p>Symbolic insight: This type of architecture intends to express and incite a deep sense of eternal meanings, spiritual excellence and general unity of creature of universe in visitors.</p> <p>Environmental compatibility: Human settlements and buildings of the plateau of Iran have a coordinated and stable relation with their special nature and climatic theme. Example patterns of the Garden of Eden: Up to day, the concept of garden has always been inspiring the main figure of sense of place in Iranian architecture. The concept, in its esoteric form, has manifested as the yard.</p> <p>Positive spatial systems: Unlike westerners' use of space where objective substance is the positive element, in this type of architecture, the space is the positive element. By the help of geometry and mathematics, an important positive space creates a series of negative volumes and the link between one of the spaces with other spaces is essentially based on the three part pattern of contact, transition and peak.</p> <ul style="list-style-type: none"> – Complementarity: The architecture is full of the alchemy of color, material and line. The concept of clay and mirror gives the action a property of craftsmanship and blesses the simplest works and also artisans. – Social scale and participation: The architecture is based on a human scale and gold geometrical proportions of human body. There is a hierarchy of levels of social bond from the scale of room to courtyard houses to a neighborhood and city that unifies an individual with their community. – Innovation: This beautiful architecture is the fruit of the invention and combination of the best building techniques in a new creation (Ardalan, 1374,1)
Diba, 1387	<p>Introversion together with ambiguity, formation of the space based on rich and strong geometrical variations, spatial and temporal hierarchy</p> <ul style="list-style-type: none"> – Presentation of symptoms of evolution of human's intelligence and spirituality – Perfect beauty and service in the service of creating a human scale – Compliance with the environment, harmonious coexistence with the nature – The plurality of scattered elements in creation of unity (Diba, 1387, 2)
Mirmiran, 1374	<p>The most eminent feature of Iranian architecture that distinguishes it from the world other architects' works is its transparency. The transparency originates from the evolutionary principle of the universe (evolution from a materialistic quality to a spiritual quality), which means reduction of material and increase of the space. The other principle of Iranian architecture manifest in the gracious modesty of horizontal expansion. The third principle of Iranian architecture happiness bilges from the positive world view perspective governing the land and lightness and transparency of Iranian architecture is in the same direction (Mirmiran, 1374, 28)</p>

Haeri, 1374	<p>If architecture is defined as the ability to creatively organize the space, here we should say what are the organizing specifications of the space in Iranian architecture? Architecture is understandable through the space and the space concept is more tangible than architecture. The space definition is divided into three categories of closed, covered and open based on coverage or degree of restriction.</p> <ul style="list-style-type: none"> – In Iranian architecture, there a variety of open spaces (yard with fluorescent light bulbs and roofs), indoor spaces (gates, four arcades and balconies) and closed spaces (rooms, halls etc) and all three spatial groups in various scales have stated various human concepts. – The next considered feature of Iranian architecture was the patterns of combining spaces in the form of relation, connection, expansion, sequence, interference and continuation of the space and in architecture organization of the space, separate volumes have less been seen (Haeri, 1374, 38)
Artor Pope, 1391	<p>Pope, one of the classical experts of Iranian art, writes: The creative power of Iranian designers has generated many designs using some fundamental themes which were quite live and creative. Geometric designs, each of which having form independence individually (modulus), create a collection when combined with each other that has a unique visual effect (Pope, 1391, 69).</p>

Experts’ view on Islamic architecture

Given the important of Iran’s architecture in Islamic period, as an important part of Iran’s architecture history, Iranian scholars and architects have always conducted many studies on Islamic architecture and the way of its penetration and development in Iran.

Table 4.

Experts’ view on Islamic architecture

Date	Author	Views
1384	Hassan Balkhari Ghahi	<p>In design, Islamic architecture had mystical and celestial patterns and in implementation also architects and engineers were among the rings of the chanting and Fetyan. In addition to the above witnesses, chivalry letters and especially those of masons in Islamic architecture can be referred to. The chivalry letters which are the most important document for the relation between architects and other art classes with Fetyan and mysticism, were writings that indicate the mystical identity of their owners (Balkhari Ghahi, 11, 10, 1384)</p>
1374	Mohammad Yousef Kiani	<p>The importance of Islamic architecture becomes clear when we know that materialistic and spiritual application of buildings, which are among their most important features, has been considered in the buildings of the era. In all buildings of Islamic periods, there has been a place for worship, business and settlement (Kiani, 8, 1374).</p>
1386	Papadopolo	<p>In Islamic buildings, most of mosaics, tiling, wall paintings, abstract decorations and inscriptions have been praised by all people. However, whatever the faith of the time Muslim, we are totally free to judge their architecture as an art, taking into account all their ideas about the world and based on today’s aesthetic criteria. What has priority in Islamic architecture is: great forms and their proportions, balance of volumes, general aesthetic relation of decorations with the factors and their symbolic-Islamic meaning and finally geometrical secrets and mysteries of architects (Papadopolo, 8, 1386).</p>
1387	Hesham Morteza	<p>Islam covers many principles of a social system. The principles have been developed to align Muslims life with the goals and message of Islam. Following the principles in the primary communities of Muslims caused coordinated social and physical environments to be generated (Morteza, 1387, 15)</p>

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THE EFFECTIVENESS OF TREATMENT BASED ON “LIFESTYLE” ON SUBJECTIVE WELL-BEING OF WOMEN SUFFERED FROM OBESITY

Afkhami Ardekani P.,

PhD, Department of Consultation, Science and Research Branch, Tehran, Iran

Ei_afkhami@yahoo.com

Shafiabadi I.,

PhD, Professor, Department of Counseling, Tehran Allame Tabatbaei University, Tehran,

Iran

Lotfi Kashani M.,

Associate Professor of Education, Islamic Azad University, Tehran, Rodehen, Iran

ABSTRACT

Introduction: Subjective Well- Being refers to a person’s understanding of the life quality; furthermore, there are various factors which affect the well-being of obese people including the quality of lifestyle. The aim of this study is to determine the effectiveness of treatment based on “Lifestyle” on subjective well-being of people suffered from obesity.

Material & Methods: This study is a semi-experimental one which was conducted on 30 obese people in Yazd through random sampling in 2014.

For data collection a “subjective well- being Questionnaire” was used after measuring content validity and reliability by Cronbach’s alpha. For analyzing data the SPSS/21 was used.

Finding: The therapy based on “lifestyle”, with a correction of Subjective Well- Being ($P>0.05$) is effective for people suffered from obesity.

Conclusion: Treatment based on the “lifestyle” improved the subjective well-being of people suffered from obesity. It is recommended that organizations apply the “Lifestyle” to improve the subjective well-being of the people suffering from obesity.

Keywords: Subjective Well-Being; Lifestyle; Obesity.

Introduction

Traditionally, the treatment of obesity has always been simple and clear: reduce the weight of the body to reach the ideal weight, as specified by the height and weight. The same logic prompted medical researchers in the 1980s to combine a variety of interventions, such as medication and very low-calorie meal plans with behavioral intervention, in order loss weight (1). Such interventions yielded satisfactory results, but long-term maintenance of weight loss non-stable (2). As common weight control plans were ineffective, researchers were encouraged to design and implement effective programs for weight control with psychological approaches to change lifestyle (3). Psychological interventions such as lifestyle modification promise the progress on lifestyle changes needed loss weight in long term. Now lifestyle as one of the main indicators of health that its promotion will improve health and quality of life has attracted the attention of experts (4).

The World Health Organization (WHO) has described healthy lifestyle as an attempt to achieve complete physical, psychological and social well-being (5). Lifestyle includes behaviors that ensure physical and mental health of human. In other words, a healthy lifestyle includes physical and mental aspects. Its physical dimension includes nutrition and to correct physical habits, sleep and rest, physical activity and exercise and its psychological dimension includes social relationships and stress management skills (6). Nowadays, it is believed that 70% of diseases are associated with an unhealthy lifestyle of people and more than a third of deaths in the world due to the wrong individual and social lifestyle (7). According to the Centers for Disease Control and Prevention, 70% of people with obesity or overweight, face at least with a risk factor for cardiovascular disease such as high blood pressure or cholesterol, and 39% of experience both of them.

In addition to cardiovascular diseases and atherosclerosis as the first risk factor, obesity and overweight cause people to be extremely vulnerable to following problems:

increased insulin resistance and type 2 diabetes, cancer, respiratory problems such as asthma and sleep apnea, musculoskeletal disorders like arthritis, liver problems (fatty liver), gastrointestinal and psychological or social problems such as depression, eating disorders, low self-esteem, social isolation and lack of satisfaction with life (8). Nowadays, by development of health psychology and positive psychology, attitude about the disorders has distanced from the medical framework and single-factor model. Psychologists believe that development and expansion of mental disorders should be related poor quality of life of people and treatment should seeks ways to change life quality and expanding of capacities and making life satisfaction and well-being in individuals and societies (9).

Accordingly, positive psychologists with a holistic approach against a statistical diagnostic approach of Psychiatric Association of United States have specified a new classification system known as forces of nature in six areas, in order to identify and classify capacities that act against diseases. Then, they developed various intervention approaches (10). They believe that rather than focusing solely on pathology, we should seek to understand the full range of human experience of loss, suffering, disease to prosperity, well-being and happiness and life satisfaction have (11), since psychology is not focused only on diseases and treatment also is not focused on weaknesses (12). Accordingly, treatment based on new treatment lifestyle is in the realm of health psychology that has been developed to create mental well-being, promotion of life satisfaction, and treatment of mental disorders such as depression in the life context. One of the important concepts in the health psychology context is the mental well-being. Historically, philosophers on the theory of ethics, especially hedonic approach, have widely studied the concept of happiness and well-being.

However, for the first time in 1980, Diener investigated the term mental well-being and structures associated with it in a systematic way in the field of psychology and replaced it by the happiness (13). Diener in the definition of subjective well-being refers to the theory of activity, and equals it with function of personality and general attitudes towards the environment and conditions (14).

Subjective well-being is referred to individual evaluation and understanding of their life quality and it includes variables such as life satisfaction, marital satisfaction, positive emotions and moods and lack of depression and anxiety and stress. Subjective well-being has both cognitive and emotional components. Cognitive dimension of well-being, cognitive assessment of people of life satisfaction and its emotional dimension, the maximum negative affect (14).

People with high well-being experience positive emotions. They have positive evaluation of their past, future, themselves, others, and events surrounding them, and describe them pleasant. While those with sense of low well-being evaluate these cases negatively and experience negative emotions such as anxiety, depression and more stress (15). Subjective well-being includes important principles identifiable through the influence of emotions on all aspects of human behavior and development (including physical and psychological health, social competence and positive social relationships and marriage). Many studies have shown that a happy mood facilitates thinking ability of people to select and manage a healthy lifestyle and negative emotions prevents from ability to think logically and flexible (12). According to points mentioned above, treatment based on improvement of mental well-being is effective in treatment of obesity of people. This

study aimed to determine the efficacy of treatment based on lifestyle on subjective well-being of people with obesity.

Materials and methodology

This study was conducted in the semi-experimental form. Two groups of control and intervention were used and they were pre-tested and post-tested. The samples of this study was obese people (BMI>30) between 20 and 60 years old, having a case in the nutrition clinics of Yazd city in 2014. The studied sample was 30 people and the random sampling method was used. In this study, 15 people were used in the intervention group and 15 people were in the control group. During the training process, all participants attended in all sessions. All members of the control group completed post-test questionnaires. In this study, subjective well-being questionnaire was used to collect information. This questionnaire was developed and validated by Molavi et al (2008). The questionnaire assesses subjective well-being in 4 dimensions of vitality, will (positive emotions), neurosis, stress and depression (negative emotions) and it consists of 39 questions. Total score of subjective well-being in the questionnaire can be obtained from the difference between positive and negative emotions, negative emotions than positive emotions. As the questions were designed based on the literature and tools available, so psychologically content had complete integrity and it is based on all theories related to mental well-being in terms of validity.

Cronbach’s alpha coefficients of the questions equal to 0/09. All the questions had a high positive correlation with the total score of the questionnaire. The implementation was so that lifestyle treatment sessions were held in 7 sessions for intervention groups. Headlines of contents of treatment sessions include:

First session: explaining the objectives of project and completing the pre-test subjective well-being questionnaire

Second session: presentation of basic issues concerning the correct nutrition and eating patterns

Third session: presentation of basic issues concerning the change of sleep patterns

Forth session: presentation of basic issues concerning increase of physical activity and exercise

Fifth Session: presentation of basic issues concerning stress and stress management

Sixth session: presentation of basic issues concerning the promotion of interpersonal skills

Seventh session: Wrap-up, post-test implementation, responding to members’ questions and determination of follow-up sessions and evaluation.

Due to ethics, treatment sessions based on lifestyle were implemented similarly for control group at the end of research. Data were analyzed by SPSS 21 software. The statistical method used in this research was descriptive statistics: tables, standard deviations, and diagrams, and inferential statistics, including analysis of covariance.

Results

Current study aimed to determine the effect of lifestyle- based treatment on subjective well-being of obese people that mean and standard deviation of subjective well-being in the pre-test and post-test are as shown in Table 1 below:

Table 1.

Mean and standard deviation of subjective well-being in the pre-test and post-test

<i>variable</i>	<i>stage</i>	<i>group</i>	<i>mean</i>	<i>Standard of deviation</i>	<i>number</i>
	Pre-test	experimental	121.25	6.43	12
		control	123.08	5.70	12
Mental well-being	Post-test	experimental	141.08	5.16	12
		control	120.67	6.11	12

Standard deviation and mean of the pre-test in the control group were 5/70 and 123/08 that they were 6/11 and 120/67 in the post-test. Therefore, there was no significant difference. In addition, the standard deviation and mean of the pre-test in the intervention group were 6/43 and 121/25, while they were 5/16 and 141/08 in the post-test. Therefore, this difference was significant.

Results of Kolmogorov – Smirnov test showed that distribution of data is normal in all aspect

In addition, Levene test was conducted concerning homogeneity of variance in subjective well-being amount of respondents in the pre-test and post-test stages. It was revealed that groups are homogeneous. According to analysis of covariance of Table 2, calculated f was 86/53 for the differences between the two groups with matching test and post-test scores of subjective well-being, and concerning the significant level ($p=0/00001$), it can be said that lifestyle-based treatment with 95% reliability is effective in well-being of obese people.

Table 2.

Results of covariance analysis of efficiency of lifestyle-based treatment in subjective well-being of obese people

	variable	Value of F	Significance level	Statistical power
Mental well-being	Pre-test	49.321	0.114	0.17
	group	86.56	0.00001	0.98

Discussion

This study investigated the effect of “lifestyle”-based treatment in subjective well-being of obese people. It can be inferred from the results: The results showed a significant difference between subjective well-being scores in the intervention group and control group. Therefore, lifestyle-based treatment is effective in subjective well-being of obese people.

The results of this study are consistent with results of studies conducted by McKee et al (4), Dishman & O’Connor (16), Lock & Fitzpatrick (17), Beck and colleagues (18), Jeffrey et al (19), Joseph (12), Daniels et al (8), Gable (11), Rashed (20), Abdle-Khalek (15), Angla (10), Butler et al (21), Diener et al (13), Kent (22), Seligman (9), Wadden (2), Brownell & Jeffrey (1), Amiri et al (7), Lali et al (6), and Qasemi et al (14). In their study regarding addiction, Beck et al (18) found out that addictive behaviors such as over-eating have a set of inefficient beliefs.

These beliefs included as follows:

1. the belief that the use of food has helped maintain emotional and psychological balance and it has smoothing impact.
2. the expectation that one enjoys of them.
3. the assumption that this factor should prevent boredom, anxiety, stress and depression.
4. the thought that if it not removed, this concern even would worsen his situation.

These factors may include also justifications such as “as I feel bad,” and I am going through a bad time, then i must get rid of this situation. Some other justifications are as follows: “I am getting rid of these events. The satisfaction that I gain is worth the risk or if I leave it, I could not resist the next temptations”. Jeffrey et al (19) compared obese adults with normal people who participated in weight control programs. Results suggest that obese individuals had stronger negative thoughts. As the psychological problems were severe, these people were faced with greater difficulties in weight control. They found out that significant differences between the two groups are summarized in three aspects:

(1) social exclusion, (2) defensive mood and sense of shamed, and (3) the failure to progress that all three were greater in the obese group than the control group. The scientists found that obese people might overeat to avoid feelings of depression. Daniels et al (8) showed that some feelings such as emotional deprivation may have a positive relationship with overeating, that is, some people eat to compensate for their emotional needs. Rashed (20) suggested that eating disorders are rooted in interpersonal issues. Individuals may experience negative emotions when improperly

fed. They believe that eating may temporarily decrease their anxiety. The goal of lifestyle-based treatment is to help people achieve a complete physical, mental and social well-being and increase of life expectancy (4).

Although several methods have been proposed for the treatment of obesity, but always the best treatment is prevention through education, proper lifestyle, and behavior change program. In fact, in the lifestyle-based treatment, individuals learn how convert their unhealthy eating habits to healthy eating patterns and habits. This has resulted in proper behavior such as weight loss by an individual.

Thus, eating habits of individual have changed and become more positive in this treatment. Moreover, we can change people habits and behaviors, and reduce their negative emotions and increase their positive emotions through daily activities such daily notes of eating and calorie record, provide information on how to balance energy and eat in different positions.

Studies that changed the caloric intake in natural environment, they reported a reduction in the trauma of eating during the time. These studies suggest that obesity may lead to negative consequences in terms of subjective well-being, which in the simplest case these consequences can show themselves in the symptoms of depression, anxiety, and reduced quality of life as well as other consequences, particularly in physical areas and interpersonal relationships (17).

Therefore, when a person is able to reduce his weight, his body image has been improved, his social interactions have increased and he can use more problem-oriented mechanisms. Physical activity can also lead to stress reduction and hence reduce the desire to eat. In addition, improvement in subjective well-being explained through activity can also be explained through forming beta-endorphins and mono-amine transmitters (serotonin, dopamine and noradrenaline) which are concentrated in the brain, respectively (16).

In the second explanation for this result, it can be said that people have investigated on their own certain aspects. Concern about physical attraction (such as being rejected by others) causes that obese people to be concerned about how other evaluate them, something as cognitive error of fear from negative evaluation by others that was observed in the social anxiety (21).

Consequently, as Kent (22) states that when cultural context of society emphasizes of the the value of good looks, concern about body image is gradually provided. When a person experiences negative evaluation or being ridiculed by others, a negative body image is shaped in him that acts as a schema.

Specific trigger events, such as situations where a person is forced to expose his body to other people, activate these schemes. This in turn causes excessive caution, negative interpret of others behavior, avoidance behavior, trying to cover up and hide their bodies, and compensatory actions. These behaviors pave the way for negative cognitive and emotional experiences and concerns about body shape. In fact, through improving and changing dysfunctional thoughts and attitudes toward body, weight and control of eating, as well as to reduce weight and increase social interaction and reduce stress and enhance mental activity, one can improve his mental well-being in the form of increasing positive emotions and reducing negative emotions such as depression.

Finally, as stated lifestyle-based treatment, dietary patterns, exercise and physical activity, sleep regulation, stress management and communication skills are discussed, and these factors altogether lead to long-term maintenance of weight loss and the continuation of positive emotions and reducing negative emotions and mental well-being. The limitations of the study are as follows: This study was cross-sectional and data were obtained in a given time period. In generalizing the findings to people with severe obesity, we must treat with caution. In this study, to measure the variables, the survey method was used and the questionnaire was used for data collection. The use of this type of assessment can be a limitation of this study.

Discussion and conclusion

Using a lifestyle-based treatment, mental well-being of obese people was improved in this study. In addition, this type of treatment is recommended to improve health of society in order to modify the lifestyle and well-being improvement of risk factors (people with overweight and obesity, diabetes and cardiovascular patients, etc).

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EXPERIMENTAL STUDY OF THE EFFECT OF FATHERS' ANXIETY ON STUDENTS' MATH PERFORMANCE AND ANXIETY

Sepideh Moradpour,

*Department of Mathematics Science and Research Branch, Islamic Azad University,
Tehran Iran*

Amir Hossein Pasha,

*Department of GIS & RS Science and Research Branch, Islamic Azad University, Tehran
Iran*

ABSTRACT

Math anxiety is one of the factors that affect the performance of math. This anxiety is influenced by individual, cultural and environmental factors. Today parents are of interest to many researchers. Since parents have a very influential role in the upbringing and development of their children, studies carried out are in order to eliminate the existing problems between parents and children. This study aimed to identify the impact of fathers' anxiety on the students' math performance and anxiety. This study has done on the second year of high school students of Tehran's first zone. And through cluster method 97 students and their fathers were chosen. Data required obtaining the fathers anxiety by Cattle anxiety questionnaire, and to obtain students' math anxiety, math anxiety questionnaire were used. This is a correlation study. The results showed that there is not a significant relationship between fathers' anxiety and children's mathematical performance and anxiety.

Keywords: Anxiety; Math; Math anxiety; Correlation; Fathers; performance.

Introduction

Recent studies show that anxiety disorders are the most common in the general population. These disorders are more common, especially in adolescence. For some people anxiety is sporadic and vague and for some others is pervasive and can take weeks, regardless of its time and manner, anxiety is a feeling that no one is stranger to it. The experience of anxiety is not limited to a particular age and can occur at any age (Sadook, 2003). Anxiety is the most common mental disorders and usually is a respond to stressful stimuli. The meaning of anxiety is a unpleasant emotion that we all have some degree of it in the form of words such as worry, anxiety, stress and fear (Zeidner, 1994). In general, symptoms of anxiety can be divided into two categories: a) physical symptoms that include trembling, muscle tension, feeling chills, headache, and shortness of breath, fatigue, appetite, palpitations, sweating, cold hands and frequent urination. b) Psychological symptoms such as fear, difficulty concentrating, alert too, insomnia, etc. are included. (Sadook, 2003).

With the rapid development of the technology, the need of mathematics as the language of technology every day becomes more and more important. Acquiring math skills and learn the higher levels of it now is unavoidable. Today, mathematics is one of the important factors for success in school and finding jobs in the future. So progress in mathematics is very significant and it should be noted that all efforts in this direction should be taken to eliminate the difficulties ahead. One of the big problems for progressing in mathematics is mathematical anxiety (Baloglu & Zelhart, 2007). For the first time math anxiety introduced by Dragger and Icon as a new term to describe the difficulty of attitude in relation to mathematics. Math anxiety is the inability of a person to cope with situations, including situations that are dealing with numbers (Fuson, 2007). Anxiety in general and math anxiety particularly can increase the amount of distraction and irrelevant thoughts, and by making disorders in mental structures and information processing process, distorted perceptions of phenomena and math categories (Ashcraft & krause, 2006). Fear of mathematics causes the emotional and mental barriers that future progress in mathematics becomes very difficult. On this basis, the student has chosen a realistic appreciation and expects to use in bad math situations. This turns into a bad cycle to predict (Bonnstetter, 2007). Today there is math anxiety around the world. Students avoid participating in math classes, doing math exercises and avoid any situation that is involved with math. Math Anxiety generally leads to statements such as (math is hard) or (I'm not good at math) (Ashcraft & krause, 2006). Math anxiety is a

problem for many of the students' at all academic levels. Students who have math anxiety learn less than other students learn, so they gain lower grades (Shannon, 2008). Tobias has reported that millions of people have lost their educational and job opportunities because of their fear and poor performance in the field of mathematics. They who have had negative experiences with learning mathematics in school, their bad memory have been maintained in subsequent years of their life. Negative emotions interfere with the information obtained from these experiences that they have had in the field of mathematics, has led to the lack of mathematical understanding (Tobias, 1993). According to Hadfield and McNeil causes of math anxiety can be divided into three separate categories: environmental factors, subjective factors and personal factors. Environmental factors include negative experiences in the classroom, parental pressure, apathetic teachers and learning mathematics as a set of rules to non-cooperative methods. Subjective factors include mismatch lesson teaching methods, bad attitude about math, self-doubt about mathematics and loss of belief about mathematical learning. Personal factors include shyness, low self-esteem, and fear of asking questions and introduce mathematics as a male domain (Cemen, 1987). People are not born with math anxiety, but they are victims of the system. Math anxiety doesn't have the same effect on students, in fact, for some students it is nothing more than math dislike. It's a long time that math anxiety has considered, but recently they pay more attention to it because researchers believe that strategies to reduce math anxiety can improve students' math performance. Parents play an important role about how they act in school or how much math anxiety they have. When it comes to mathematics parents are role model for their children. All motives and feelings toward math can be seen by students. If parents have a positive attitude towards mathematics so students also act like their parents (Shannon, 2008). According to empirical evidence, existence of mathematical anxiety is pervasive in academic situations and related factors identify and control requires regular and continuous studies. One of the important factors' in this context is fathers' anxiety and the nature and amount of anxiety and mathematics performance of students is central for this research and the goal is to find answers to the following questions:

1. Is there a significant relationship between fathers' anxiety and mathematical performance of students?
2. Is there a significant relationship between fathers' anxiety and students' mathematical anxiety?

Research literature

We found no similar studies which show fathers' anxiety and students' mathematical anxiety. A lot of research indicates a strong negative relationship between math anxieties and students' scores, in other words by increasing students' math anxiety scores decrease (Furner & Berman, 2004). It also has been shown that children, whose parents have high anxiety, almost are double at risk for anxiety disorders than other children. Overall, the literature in this field proves this point that there is relationship between family factors and children's anxiety, though the nature of this relationship is not clear (Bogels & Brechman-Toussaint, 2006). Some studies show that math anxiety, impairs performance because math anxiety reduces the working memory capacity and with these situation, students don't have the ability to eliminate fragmented data and distractions (Ashcraft & krause, 2006). The results also shows that there is a relationship between parenting style and maternal anxiety and parenting skills training reduces anxiety in mothers (Farzadfard & Houmn, 2009)

Methods

Methods of execution:

Ninety-seven students of second grade high school that was studying in 2014-2013year were selected. Cluster sampling was carried out, according to two high school facilities in the area were selected. Correlation method was used for this study. As mentioned earlier, two schools were selected from each region as a class selected from each region. To respond to questions on math anxiety by students 30 to 35 minutes was placed at their disposal. Students were asked to respond to questions with complete honesty. After this stage fathers anxiety questionnaire were provided

for students with an envelope and they were asked to give questionnaires to their fathers and after answering, questionnaires surreptitiously placed inside the envelope and give to teacher. To assess the performance of students in their second semester grades were considered.

Tools:

To study fathers' anxiety we use this questionnaire. The questionnaire contains 40 questions that tests anxiety that is Cattell's 16 personality scale factors. Each question is scored in a three degrees scale (0, 1 and 2). 16 Cattell test has psychometric indices that is acceptable, so the anxiety questionnaire is reliable and valid. Mathematical anxiety scale revised in 1982 by Pelicans and Parker to assess anxiety related to mathematics and statistics. The current version is more emphasis on anxiety related to certain situations (state), general anxiety (trait) and test anxiety. Math Anxiety scale-revised is a self-report instrument that has 24 words, and is following scales: Math learning Anxiety (16 words) that regards to the process of math learning and measuring math anxiety subscale (8) that measures the amount of anxiety in the position of evaluating mathematics and statistics. Participants must agree or disagree with each of the phrases the test in a 5-point Likert scale (from 1 = very poor anxiety to 5 = high anxiety) (Fisher & Concoran, 2006)

Results:

According to results descriptive statistics, the average performance of students has a score of 16.85, average students math anxiety was 55.71 and average fathers' anxiety was 30.28. To search for normality of data One-Sample Kolmogorov-Smirnov test was used and results showed that the data are normally distributed. Analysis of data through Pearson test (Table 1) shows that the amount of Sig (2-tail) is greater than 0.05, so H0 is accepted as independent variables. So, the assumption that there is a relationship between fathers' anxiety and children's math performance anxiety is rejected.

	<i>Mathematics efficiency of students</i>		<i>Mathematics anxiety of students</i>	
	Fathers' anxiety	Sig(2-tail)	0.468	Sig(2-tail)
	Correlation coefficient Pearson	-0.44	Correlation coefficient Pearson	0.33

Discussion and conclusion:

In this study we found no relationship between fathers' anxiety and children's math performance. But what is consistent with experimental and clinical evidence is that basically, anxiety-ridden family leads to anxiety in family members. On the other hand, in new methods, psycho-behavioral treatment of persons irrespective of the status of other members and the relationship between them is not possible. The phenomenon of mathematical anxiety is an emotional problem that affects the nervous system and causes students lowers optimum capacity during the test or during a math practice or math class, so it is important to address this issue. Math anxiety is often a problem after failure in mathematics or problem-solving situations that are embarrassing for student. This problem makes the students to afraid of math problems and believe that they are alone can't solve the problem. Students who have math anxiety, have more fear and are not able to analyze the issues; this phenomenon over time can also be seen in other places beyond the classroom and school. This problem could exist in the minds of students permanently. Math anxiety can be alleviated with practices and special techniques. Since the problem of math anxiety can be very slow down learning for students, so it is essential to study the ways to reduce math anxiety as well. Since it is possible that parental anxiety can make students math learning difficult, so should be paid to this important. This study evaluates the role

of fathers on performance and students' math anxiety; the results of this study showed that there is no relationship between fathers' anxiety and children's math performance. But since that fathers play a key role in the family. This research proposed in other areas with higher population studied. Proposals are discussed below (Minoochin, 1994).

- (1) Research has shown that parents influence their children's attitudes towards mathematics are powerful; hence, parents should use these strategies and by changing the attitudes of their children toward math, prevent or reduce the anxiety of their children (Furner & Berman, 2004).
- (2) Parents should be realistic about the ability of their children, and must accept the ability of their children and ask them at that extent (Cavanaugh, 2007).
- (3) Parents should know more about the adverse effects of anxiety in the learning cycle.
- (4) Do not hesitate any encouragement and support. It is highly recommended to always encourage your children. The fact that students know that their parents believe that they can succeed in math is very important.

Keep in mind all mathematical activities of children's. By following children activities can easily recognize math anxiety and if you find any more problems you can share with teachers (Bonnstetter, 2007).

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POLITICAL SCIENCE

POSITION AND FUNCTIONS OF MIGRATION IN THE POLITICAL CULTURE OF SHIISM

Ghaffari Hashjin Zahed,

PhD., Associate Professor, Shahed University, Tehran, Iran.

Aghaei Mohammad,

PhD. Student in the Political studies of The Islamic Revolution of Iran, Shahed University, Tehran, Iran. (aghaei_1387@yahoo.com)

ABSTRACT

Migration as a phase in civilization-building has existed throughout the entire history. This concept in the Shiite branch of Islam and by noting the main religious sources and references bears a worthwhile hint which puts the concept of migration (Hijra) in a position which is different from its popular usage in other schools of thought. What are the position and functions of migration in the political culture of Shiism? The present study by referring to the genuine and ancient texts of the Shiite branch of Islam turns into study this issue. The findings of this study indicate that in the political culture of Shiism five functions have been taken into consideration for migration or Hijra as political, security, educational, social, and preaching.

Keywords: political culture of Shiism; ancient Shiite texts; Hijra.

1. Introduction

After the migration of the prophet Mohammad (peace be upon him) the concept of migration among Muslims earned a significant position and in the political culture of the Shiites it earned a divine and spiritual place. To have a correct understanding of this ancient pattern there is no choice but to refer to the main Shiite Islamic jurisprudential< theologian, and mystical sources and since the first-hand Shiite sources go back to the first centuries of Islam and are mostly written in Arabic it is necessary to study and delve into the ancient Islamic sources to gain a correct understanding of the concept of migration and study the ancients texts in order to understand the intention of the Islamic elites of this concept. Researchers in this essay are making an attempt to gain and present a deep understanding of this concept in the political culture of Shiism by referring to the four books of Shia and the first-hand books on the history of Islam and the ancient Islamic texts and by applying the documentary analysis method. The concept of migration in the glorious Quran as the main source for understanding the religious concepts among the Shiites has inserted in various ways in several parts of this divine book. In an enumeration which the researchers of the present study have done this concept have been inserted for thirty one times in several situations and following several Quranic verses. (cf. the glorious Quran, Surah al-baqarah, 218th verse, Surah Al-Imran, 195th verse, Surah Al-Nisa, 89th and 97th and 100th verses, Surah Al-Anfal, 72th and 74th and 75th verses, Surah Al-Touba, 20th and 100th and 117th verses, Surah Al-Nahl, 41th and 110th verses, Surah Al-Hajj, 58th verse, Surah Al-Noor, 22th verse, Surah Al-Ankabut, 26th verse, Surah Al-Ahzab, 6th verse and so forth.) When we refer to the interpretations of these verses and the Islamic narrations which are being inserted following each verse from The Infallibles we get that

the concept of migration in the thoughts of Shiism has five fundamental functions which we cover each one of them independently in the sections of the essay.

It is worth noting that in the present subject of discussion in the academic societies and the scientific journals to the extent of the investigation which is done by the authors of this essay no independent work has been presented up to now and no scientific essay has been written and the findings of the present study are being presented for the first time.

2. Theoretical framework: Political culture of Shiism

Up to now multiple definitions of the concept of culture have been presented. For instance, in Burnett Taylor's opinions culture is a complicated and convoluted series of knowledge, belief, arts, ethics, law, customs, and the whole capabilities and habits which people deal with them. (Burnett Tylor, 2010, p.56) Gabriel Almond holds that as the beliefs and attitudes of individuals impacts their deeds and behavior political culture influences the deeds and behaviors of citizens and the leaders of a society and their interrelationships as well. He describes the political culture as a specific distribution of political values, sentiments, information, and skills. (Almond & Verba, 1990, p.95) In this area Tennessee holds that the mental and intellectual atmosphere in which politics has developed in it and has been interpreted and judged is the same political culture. (Tennessee, 2000, p.149) ;while Verba views the political culture as a system of experience able creeds and institutions and values which are the cornerstone and foundation of any political activity. (Verba, 1988, p.213) Noting this definitions the concept of political culture becomes more and more obvious and at present we can present an independent definition of the political culture of Shiism: The political culture of Shiism is a coherent and sophisticated series of a belief system, a value system, symbols, and the political networks which have been achieved from first-hand belief sources and the ancient Shiite theologian sources which is the basis for the political action, orientation, and behaviors of the Shiites against the internal and international political and governmental system. It should be noted that the political culture of Shiism can be studied through two approaches: religious approach and the non-religious approach. The theoretical framework of the present study is the political culture of Shiism with a religious inclination.

The political culture of Shiism has a belief and value system which embraces some factors that one of the most significant of them is the concept of migration.

3. Migration in the political culture of Shiism

3-1. Generalities

Migration (hijra) semantically has a general sense and it consists in leaving one's own homeland and/or transfer from a place to another place to earn a living but this concept in the terminology of political sciences of Islam means leaving one's own homeland while one is surrounded by infidels and entering an Islamic atmosphere. (Saliba & Sanayi Darreh Bidi, 1987, p. 672) Migration idiomatically means leaving one's home land and going toward God and its prophet but what does going toward God and its prophet mean? The main condition for migration toward God and its prophet is having a divine intention and if this condition doesn't exist not any kind of migration may occur in the political culture of Shiism. (Ibn-Arabi, sine datum, 1st vol. p.209; Majlesi, 1406 Anno Hejira, 1st vol.p.340;Naraghi, sine datum, 3rd vol. p.112; Mousavi al-Khomeini, 2009. P.121. In fact in the political culture of Shiism any migration which bears a religious purpose is perceived as a migration toward God and its prophet either for seeking knowledge, performing Hadj rites, or to arrive at the territory of the believers. According to this definition a migrant is one who avoids anything which is prohibited by God and/or gives up moving toward falsehood to achieve truth. (Toreyhi, 1996, 3rd vol.pp.515-516.)

As such a definition is presented of migration it is possible to mention some cases as its manifestation even before the rise of Islam. According to this definition Sheikh Eshragh as one of the leading Shiite philosophers mentions Freyduh who is one of the mythical kings of the ancient Iran as one of the individuals who migrates which means migration in its idiomatic sense in the political culture of Shiism. (Sohrevardi, s1996, 3rd vol.pp.186-188.)

3-2. Functions of Migration

According to the discussions which have come above after studying the main sources of Shiism we perceive that the concept of migration in the political culture of Shiism has various functions and it is being mentioned under various discussions. But if we want to put various Islamic narrations under a kind of classification we can categorize the functions of migration under five cases: political migration, security migration, educational migration, social migration, and preaching migration. Concerning each kind lots of examples of valid Islamic narrations exist in the political culture of Shiism and several explanations and interpretations from the highest-ranked Shiite canonists on this issue. It is noteworthy that by considering the inexistence of any scientific and academic research in this area the above classification and the presented categorization in this study is totally inventive and is from among the heuristic discussions of the authors of the essay.

3-2-1. Political Migration

From among the most significant functions of migration in the political culture of Shiism is its political function. In the ancient Shiism texts has been inserted that while a tyrant government rules over a society it is on a Shiite Muslim to revolt against the tyrant government and the corrupt society and migrate to protest against the illegitimate ruler. The first one who did such a thing was the arch prophet Abraham who migrated to protest against his concurrent corrupt ruling and society. (Kashani, 2000, p.474.) Another political function of migration in the political culture of Shiism was to establish a divine government and observing the religious instructions. (Ghazzali, sine datum, 3rd vol. p.492.) It means that if Muslims settle in any place which the requirements of establishing a divine government is impossible to establish an Islamic government it is necessary to migrate from that territory and move to another territory in which the possibility of establishing a divine government is possible.

3-2-2. Security Migration

Another function of migration in the political culture of Shiism is the concept of security migration. Essentially the domain of security and the security studies embrace the period before armed conflict and/or the war. Due to this, the security migration takes that aspect of migration into account which refers to the peace time and before the armed conflict. In the narrations which are remained from the Infallible imams in Islam following the interpretation of the verse 218th of the Surah Al-Baqarah in the glorious Quran a practical example of the security migration is being mentioned. IN the book Al-Dor Al-Mansur (Sioti, 1404 A.H.) a narration is inserted that says the prophet Mohammad (peace be upon him) before the outbreak of the war of Badr called one of his followers named Abdullah Ibn Jahish and granted him a letter and dispatched eight of his subjects after him and ordered him to open the letter and read it as arrives at such and such place. Abdullah went after that eight subjects and arrived at the arranged place and they opened the letter and encountered a decree to carry out a security migration by the prophet Mohammad. The prophet (peace be upon him) ordered them to go to the territory called Nakhlah which is place between Meccah and the city of Taif in Saudi Arabia and keep an eye on the Quraysh tribe and report it to Mohammad. (Tabatabaee, 1417AH, 2nd vol.p.189) This narration is one of the key reasons for proving the existence of a security migration in the political culture of Shiism.

3-2-3. Educational Migration

The third function of migration in the political culture of Shiism is the educational aspect of migration. Education in the political culture of Shiism has a specific meaning and means detaching egoism from oneself and approaching the position of self-sacrifice and prioritizing others as much as possible. Due to this in the genuine Shiite texts the believers in Islam are advised to migrate to set aside egoism and avoiding any abominable character trait. (Sajadi, 1994, 3rd vol. p.2175.) The eminent point in this kind of migration is that it has two internal and external kinds. In the first kind there is no need to dislocation and moving in and there is no materialistic shape but this kind of migration may be an innate migration which means a spiritual migration for changing into an ideal human. Of course the educational migration may be of the external type that is it

involves dislocation and moving in. For instance, it may be necessary to migrate for God's sake and to seek knowledge and finally to become moral-oriented. (Sajadi, 1994, 3rd vol.p.2175.) An individual who has adorned him/herself with moral virtues and is free from egoism is efficient for governing in a political system and is able to take the responsibility of leading a society since the characteristic of justice is being manifested in him/her.

3-2-4. Social Migration

The fourth function of migration in the political culture of Shiism is the social aspect. The nicety which exists here is that traveling and paying a visit to the slightly places in the political culture of Shiism is mentioned as migration on condition that one has a pure intention and takes the satisfaction of God into consideration as agoal. (Sajadi, 1994, 3rd vol.p.1507.) Due to this it is necessary for the rulers and the policy makers to pay serious attention to the issue of halal tourism and its financial and intellectual benefits and revenues and schedule for the facilitation of tourism.

The main social institution in the political culture of Shiism is the family. Paying attention to the family and strive for the sake of it is so much important that according to an Islamic narration (hadith) by Mohammad doing good to the parents and trying to make them happy and making them laugh is by itself considered as a kind of migration toward God and its prophet. (Ghazzali, 2007, 2nd vol. p.470) and has tremendous intellectual value. In this case migration doesn't need to dislocation and going through a distance as well but the innate concept of migration is taken into consideration.

3-2-5. Preaching Migration.

The fifth function of migration in the political culture of Shiism is the preaching aspects of migration. Preach semantically means taking and idiomatically means doing something by which the voice of the genuine Islam reaches the people all over the world. Due to this in the authentic Shiite texts migration has been repeatedly recommended to yield benefits for humans and illuminating the genuine Islamic wisdoms. (Sajadi, 1994, 3rd vol. p.2175) Preaching migration means the believers should take any opportunity to feel reverence for the rights of other humans and behave the whole humans with good manners and an open face that in case they do so the followers of other religions will be influenced by their good manners and will incline toward Islam and finally will be interested in the Islamic government and will approach it which is the propagator of such a culture more than ever. The element of benevolence and affection in the preaching migration is of high priority.

4. Conclusion

One of the elements of the value and belief system of the political culture of Shiism is the concept of migration. Up to now no scientific and academic research has been carried out on this concept. In order to achieve a full-fledged definition of this concept and recognizing its correct functions it is necessary to refer to the first-hand sources of the Shiite Islam. Authors of the present essay after studying the four books of Shia and the ancient and the first-hand sources of Shiism turned to present a heuristic categorization of this concept. Findings of the study indicates that it is not necessary for the migration to be followed by dislocation and going through a distance but the migration may be internal and spiritual and without a need to go through a distance. Another finding is that it is possible to take five functions for migration into consideration which consist in: political migration, security migration, educational migration, social migration, and preaching migration.

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ENGINEERING SCIENCE

SAVING THE POINT OF STRIPPING DOWN A PETROCHEMICAL MODELING

Mohammad Ali Shahrooei,

*Department of Chemical Engineering, College of Chemical Engineering, Mahshahr
Branch, Islamic azad university, Mahshahr, Iran
Shahabshahrooei1992@gmail.com*

Sahar Jahazi,

*Department of Chemical Engineering, College of Chemical Engineering, Mahshahr
Branch, Islamic azad university, Mahshahr, Iran*

ABSTRACT

The heat exchanger needs to be more work after a period of distance due to the low efficiency of operations. A large number of researchers had some works on this title of problems in some petrochemical plants and now we present a research including an appropriate anticipation of the required time for operation of this part of unit.

Finally a model in this relation will be offered so that amount of waste behavior of system (or blow down) will be anticipated. This article deals with waste water exchanger of Amir Kabir Petrochemical (Iran) Company Stripping Tower that is located in Bandar Imam special region and all information and data for modeling are available in this article.

In this article some studies are performed between April 2009 to December 2009. obviously the error of this model is reasonable and acceptable.

Keywords: Heat exchanger; Strippingtower; Blow down.

Introduction

In according to the procedure of this heat exchanger we can recognize that a large number of parameters are effective in this industrial plant and some kinds of transport phenomena (1). Before this we had an article in this regard that was accepted (2).

Waste water of Stripping tower or separating tower of hydrocarbon materials from process water in Olfin plant of Amir Kabir Petrochemical should be cooled on the strength of standard and under iso 14000 by using of a heat exchanger and cooling water so that it will not be wasted with high temperature that this heat exchanger will be blocked after a short time or so called chocked and this problem will cause some problems for unit.(2). Doubtlessly heat exchangers are very important in oil, gas & Petrochemical industries so that they are regarded as heart of system. Exchanger E-2413 is one of the most important equipment in stripping part:

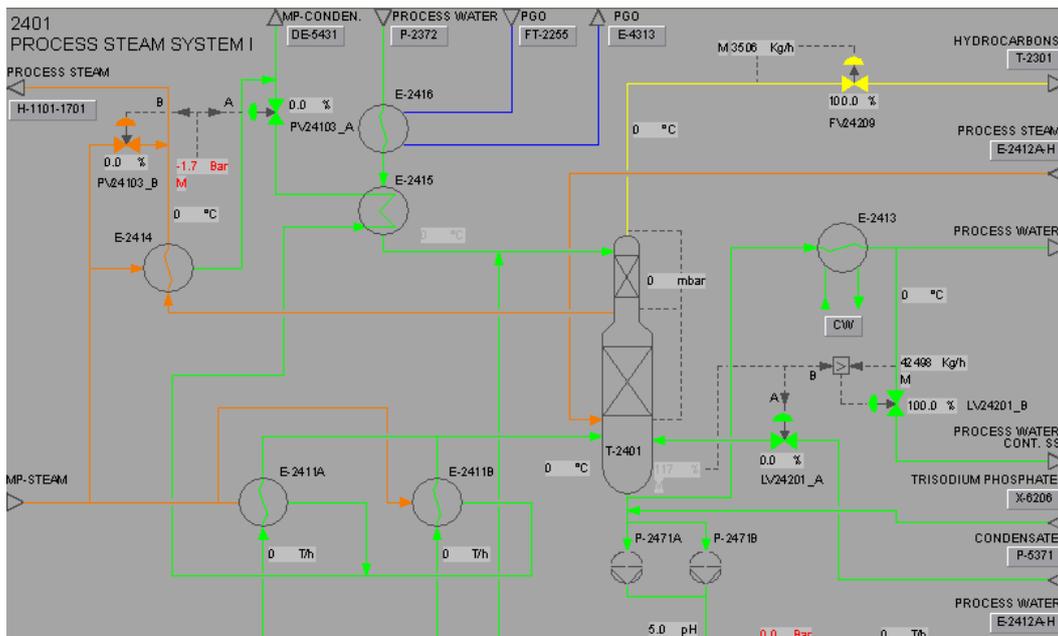


Fig 1 - stripping system (E-2413 is one of the most important equipment in stripping zone)

Heat exchangers have direct effect on function and profitability of system so it is seen in some cases rising problem in a system of heat exchangers will stop an industrial process that surely it will incur great loss to unit. Some of parameters such PH is very important for settling and corrosion of the system. For example the inlet wash water of this system from settler part to stripping tower is very effective.

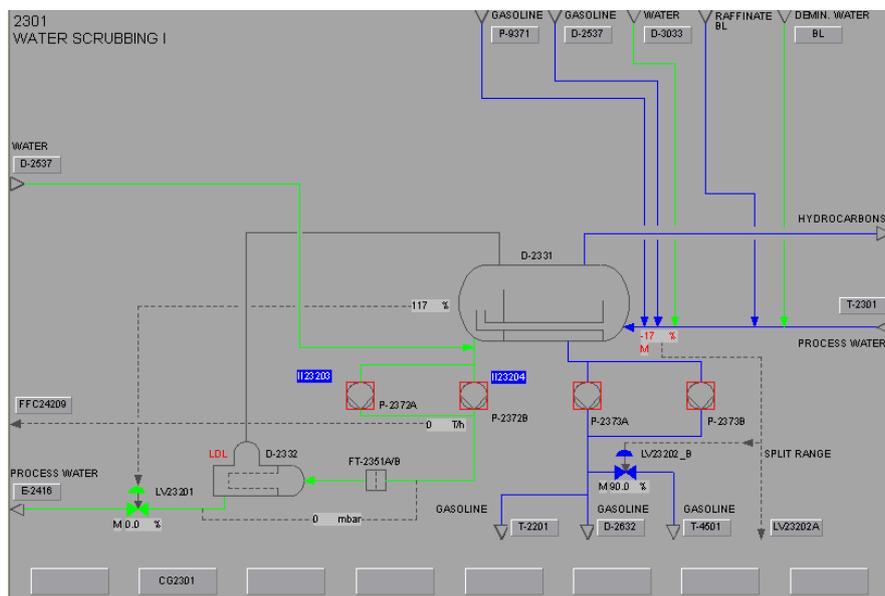


Fig 2 - Route of wash water from settler to stripping tower (T-2401)

Olfin units based on cracking of hydrocarbons [3] that high temperatures are performed inside of coils [4]. A Coke creation phenomena is one of the serious problems in Olfin units [5]. In Olfin units we are dealing with several kinds of coke that nature of sediment coke in under study exchanger is different with the coke that is formed in cracking furnaces.

Experimental

In Amir Kabir Petrochemical the exchanger that is used for transferring waste water current from Olfin stripping tower is regarded as one of the most important exchangers of this unit [4]. This exchanger is studied in this research; these are researches that after several months of studies

and tests from their results, they will be used in this economical plant. In initial step of system this operation will be exactly studied and after performing real tests by using from results of these tests the graphs of related system will be drawn and modeling of related system under study will be offered so that on the strength of offered equations the behavior of system can be anticipated and at last final results of this research will be mentioned. When the PH parameter of stripping tower (T-2401) and settler (D-2331) are respectively 7 and 6 we have these results:

Table 1.

Time of temperature increasing versus the flowrate of waste water

<i>Waste water T/hr)</i>	<i>Time of temperature increasing (Day)</i>
2	27
5	31
7	34
9	38
12	45
13	50
14	66
19	70
20	70
22	70
24	72
30	72

Table 2.

Changes of height including increase or decrease versus the flow rate of waste water

<i>Waste water T/hr)</i>	<i>Changes of height including increase or decrease %</i>
2	34
5	31
7	21
11	12
13	8
15	6
19	12
23	14
25	17
27	21
30	26

Result and discussion

If we intend to drawn these data with excel software we will have:

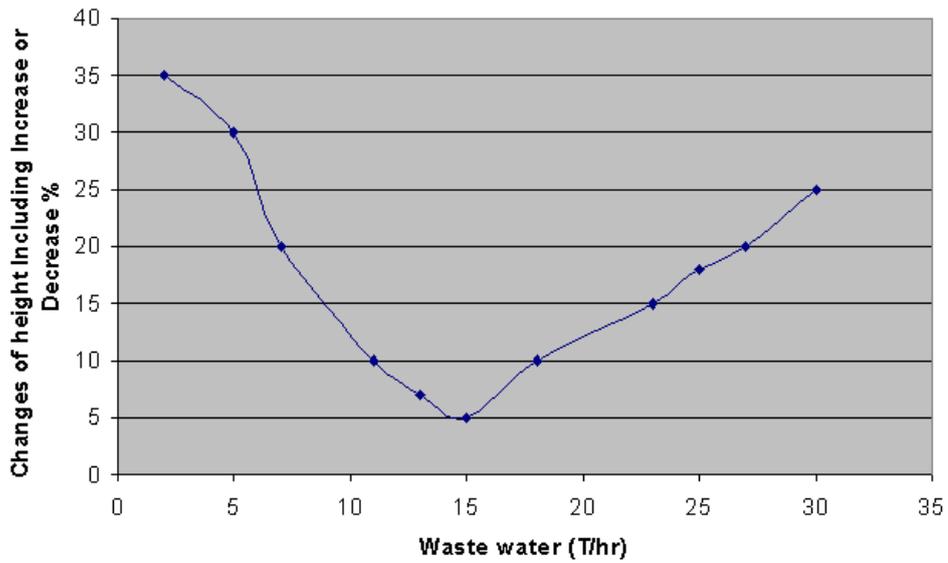


Fig 3 - Changes of height including increase or decrease versus the flowrate of waste water [2]

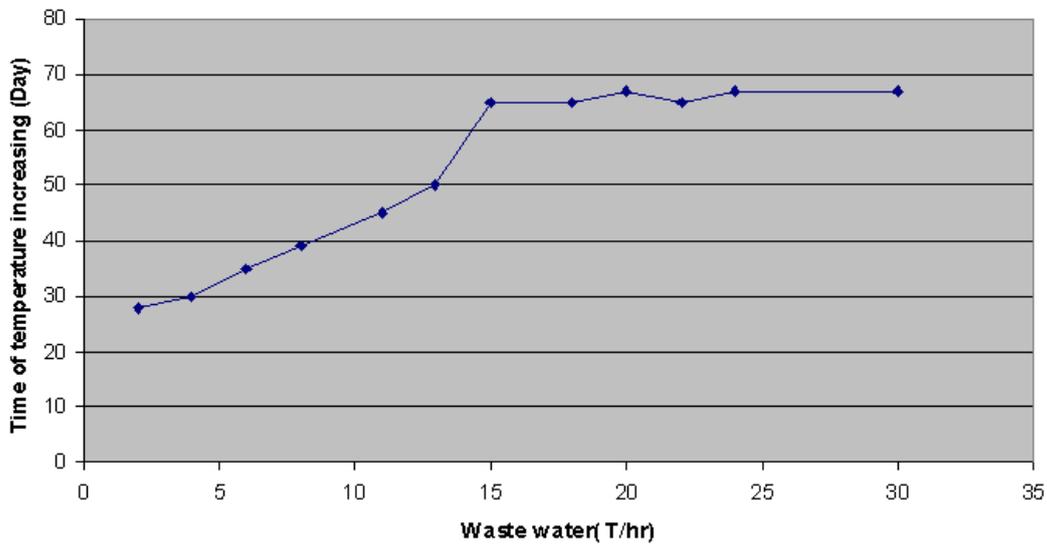


Fig. 4 - Time of temperature increasing versus the flowrate of waste water[2]

With the table curve 2 D software we will have:

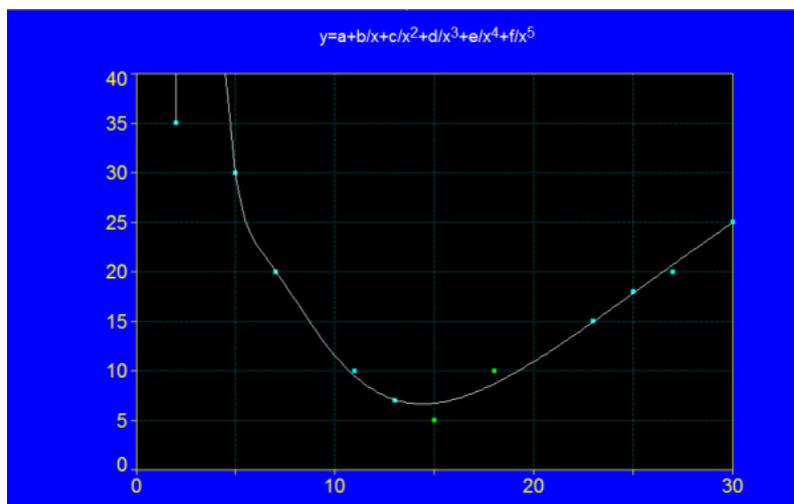


Fig. 5 - Vertical Axis is for changes of height including increase or decrease according to percentage versus horizontal Axis for waste water from tower according to Ton/Hour[2]

And in another case we have:

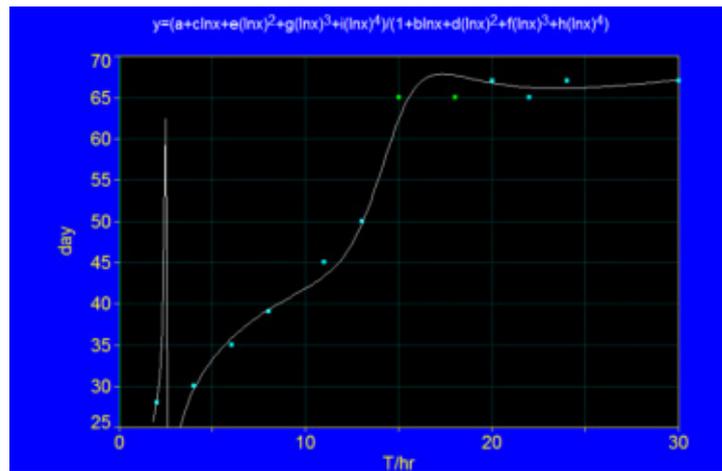


Fig. 6 - Vertical Axis is for the time of increasing the temperature of Exchanger according to day versus horizontal Axis for the flow of waste water from tower according to Ton/Hour[2]

Drived equations

Gained Equation for figurate 3 as Changes of height Including Increase or Decrease According to Percentage and Waste Water from Tower According to Ton/Hour[2]

$$y = a + \frac{b}{X} + \frac{c}{X^2} + \frac{d}{X^3} + \frac{e}{X^4} + \frac{f}{X^5} \tag{1}$$

And Coefficients of this Equation are Include: [2]

a=107.3987 , b=-4036.23 , c=57832.12 , d=-363273 , e=1026950 , f=-1001202

Gained Equation for fig. 5 as the Time of increasing the Temperature of Exchanger According to Day and the flow of Waste Water from Tower According to Ton/Hour[2]

$$y = \frac{a + c(\text{Ln}X) + e(\text{Ln}X)^2 + g(\text{Ln}X)^3 + i(\text{Ln}X)^4}{1 + b(\text{Ln}X) + d(\text{Ln}X)^2 + f(\text{Ln}X)^3 + h(\text{Ln}X)^4} \tag{2}$$

And Coefficients of this Equation are Include: [2]

a =15.34129, b = -1.79307, c = -12.7948, d = 0.917249, e = -11.0378, f = -0.14587, g =10.3884, h = 0.000281, i = -1.98452

Conclusion

Although some articles suggest to build a new heat exchanger for problems [7] but according to performed tests in this research we can extract this information from gained equations that when the PH parameter of stripping tower(T-2401) and settler (D-2331) are respectively 7 and 6 we have these results:

In waste water current equal to 19 ton per hour in stripping tower and the amount of change of height for water stripping tower is nearly 12% and if this amount of waste water current will be applied in derived equation for effective time we can conclude that by having this amount of ton the effective time for desired exchanger is nearly 70 days and this amount of waste water current is the optimized quantity so that the maximum effective level of exchanger can be gained with common changes of height of tower.

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FIND AND ELIMINATE PROBLEMS WITH MATHEMATICS IN INDUSTRIAL HEAT EXCHANGERS

Mohammad Ali Shahrooei ,

*Department of Chemical Engineering, College of Chemical Engineering, Mahshahr Branch, Islamic azad university, Mahshahr, Iran
Shahabshahrooei1992@gmail.com*

Sahar Jahazi,

Department of Chemical Engineering, College of Chemical Engineering, Mahshahr Branch, Islamic azad university, Mahshahr, Iran

ABSTRACT:

This project required the mother of the most moving wasting a heat exchanger with respect to the variables involved in the process of industrial non-virtual (real) is achieved. Finally, a model in this regard will be provided so that the amount of waste from the system will be expected.

Waste water of Stripping tower or separating tower of hydrocarbon materials from process water in Olfen plant of Amir Kabir Petrochemical should be cooled on the strength of standard and under iso 14000 by using of a heat exchanger and cooling water so that it will not be wasted with high temperature that this heat exchanger will be blocked after a short time or so called choked and this problem will cause some problems for unit. In this article some studies are performed in Apr 2009 for the first time besides all inferred information from these researches that result in solving problems with suggesting model by having acceptable error percentage are offered.

Keywords: Heat; mathematics and wastewater stripping tower.

Introduction:

Doubtlessly heat exchangers are very important in oil, gas & Petrochemical industries so that they are regarded as heart of system. Heat exchangers have direct effect on function and profitability of system so that it is seen in some cases rising problem in a system of heat exchangers will stop an industrial process that surely it will incur great loss to unit. Olfen units operate based on cracking of hydrocarbons [2] that high temperatures are performed inside of coils [1]. A Coke creation phenomena is one of the serious problems in Olfen units [3]. In Olfen units we are dealing with several kinds of coke that nature of sediment coke in under study exchanger is different with the coke that is formed in cracking furnaces.

Experiments and experimental results

In Amir Kabir Petrochemical the exchanger that is used for transferring waste water current

from Olfin stripping tower is regarded as one of the most important exchangers of this unit [4]. This exchanger is studied in this research; these are researches that after several months of studies and tests from their results, they will be used in this economical plant.

In initial step of system this operation will be exactly studied and after performing real tests by using from results of these tests the graphs of related system will be drawn and modelling of related system under study will be offered so that on the strength of offered equations the behavior of system can be anticipated and at last final results of this research will be mentioned.

Table 1.

Time of temperature increasing versus the flowrate of waste water

Waste water T/hr))	Time of temperature increas- ing (Day)
2	28
4	30
6	35
8	39
11	45
13	50
15	65
18	65
20	67
22	65
24	67
30	67

Table 2.

Changes of height including increase or decrease versus the flowrate of waste water

Waste water T/hr))	Changes of height including increase or decrease %
2	35
5	30
7	20
11	10
13	7
15	5
18	10
23	15
25	18
27	20
30	25

Figurates and graphs

If we intend to draw these data with excel software we will have:

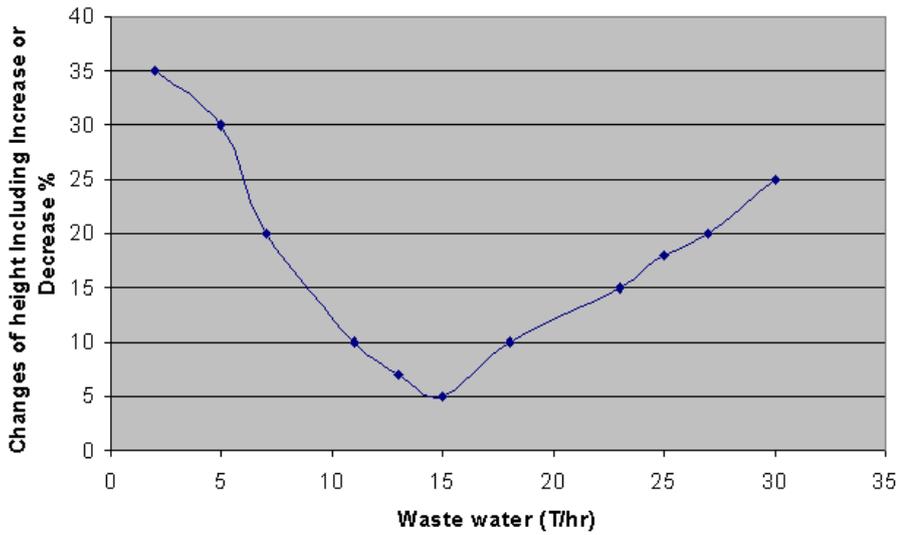


Fig. 1 - Changes of height including increase or decrease versus the flowrate of waste water

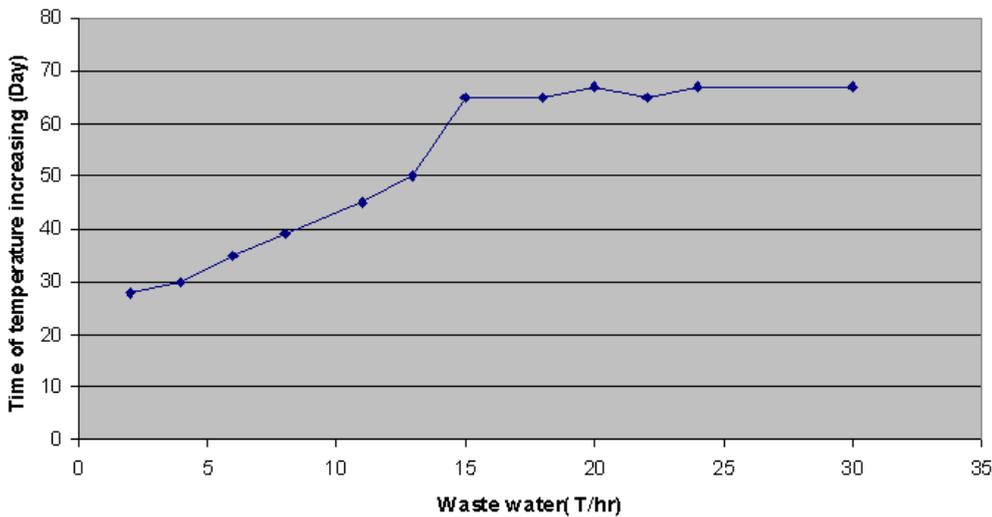


Fig. 2 - Time of temperature increasing versus the flowrate of waste water

With the table curve 2 D software we will have:

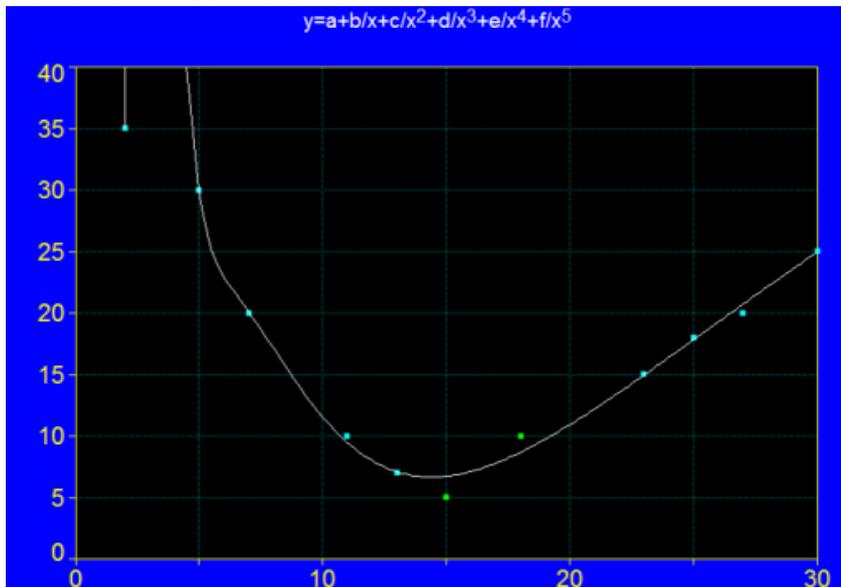


Fig. 3 - Vertical Axis is for changes of height including increase or decrease according to percentage versus horizontal Axis for waste water from tower according to Ton/Hour

And in another case we have:

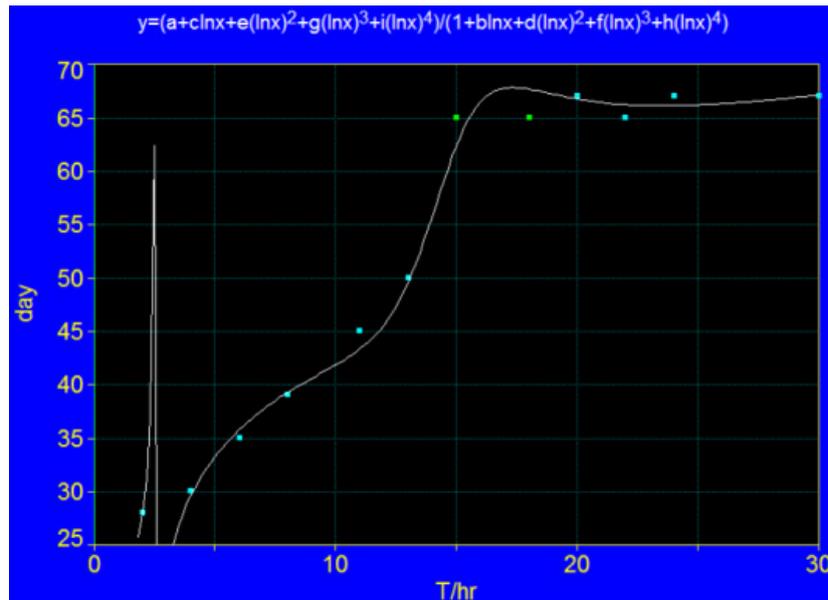


Fig. 4 - Vertical Axis is for the time of increasing the temperature of Exchanger according to day versus horizontal Axis for the flow of waste water from tower according to Ton/Hour

Drived equations

Gained Equation for figurate 3-1 as Changes of height Including Increase or Decrease According to Percentage and Waste Water from Tower According to Ton/Hour

$$y = a + \frac{b}{X} + \frac{c}{X^2} + \frac{d}{X^3} + \frac{e}{X^4} + \frac{f}{X^5} \quad (1)$$

And Coefficients of this Equation are Include:

a=107.3987 , b=-4036.23 , c=57832.12 , d=-363273 , e=1026950 , f=-1001202

Gained Equation for figurate 3-2 as the Time of increasing the Temperature of Exchanger According to Day and the flow of Waste Water from Tower According to Ton/Hour

$$y = \frac{a + c(\text{Ln}X) + e(\text{Ln}X)^2 + g(\text{Ln}X)^3 + i(\text{Ln}X)^4}{1 + b(\text{Ln}X) + d(\text{Ln}X)^2 + f(\text{Ln}X)^3 + h(\text{Ln}X)^4} \quad (2)$$

And Coefficients of this Equation are Include:

a=15.34129 , b=-1.79307 , c=-12.7948 , d=0.917249 , e=-11.0378 , f=-0.14587 , g=10.3884, h=0.000281 , i=-1.98452

Conclusion

According to performed tests in this research we can extract this information from gained equations that in waste water current equal to 15 ton per hour the amount of change of height for water stripping tower is nearly 7% and if this amount of waste water current will be applied in derived equation for effective time we can conclude that by having this amount of ton the effective time for desired exchanger is nearly 64 days and this amount of waste water current is the optimized quantity so that the maximum effective level of exchanger can be gained with common changes of height of tower.

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INVESTIGATION ABOUT STRUCTURAL AND OPTICAL PROPERTIES OF CuS THIN LAYER PRODUCED BY CBD METHOD AT 50 °C

Haleh Kangarlou,*Department of Physics, Urmia Branch, Islamic Azad University, Urmia, Iran**E-mail: h.kangarlou@iaurmia.ac.ir***Parisa Esmaili,***Young Researchers and Elite Club, Urmia Branch, Islamic Azad University, Urmia, Iran***ABSTRACT**

Thin layer of Copper sulfide has been prepared by chemical bath deposition technique at 50 °C as deposition temperature. The layer was grown on glass substrates. Deposition performed in alkaline media for about 1 hour and pH fixed on 10 constant value. Crystallography and Nanostructures were investigated by X- ray diffraction and SEM analysis. Optical properties of Nano layer were studied by spectrophotometer analysis in VIS wavelength range. Optical properties were obtained by applying Kramers-Kronig relations on reflectivity curves. The optical band gap (E_g), was evaluated from VIS absorption spectra and found to have a mean value of 2.1 eV.

Keywords: Copper sulfide; spectrophotometer; thin layer; optical properties.

Introduction

Copper sulfides (Cu_xS , $x = 1-2$) are significant binary compounds that attract much attention due to their wide range of applications in optical and electrical devices[1-2]. Additionally, it has recently been reported that CuS can transform into a superconductor below the 1.6 K because of its metallic conduction behavior [3]. Optical properties of thin metal films are determined by spectrophotometric, interferometric, and spectro ellipsometric methods. Optical constants determined in such calculations are significantly different in various works and, in addition, differ essentially from the corresponding optical constants of massive metals by their values. In this work we used Kramers-Kronig relations applying on reflectivity curve to calculate natural optical properties of Copper sulfide thin layer.

Experimental details

Copper sulfide layer was produced by chemical bath deposited on glass substrates. Prior to deposition, the platelets (50mm x 25mm x 1mm) were ultrasonically cleaned with acetone and then alcohol and dried. The details of the procedure are: amounts of CuCl_2 and thiourea and thioacetamide were separately prepared. Formed mixtures are thoroughly stirring for several minutes in order to dissolve the formed precipitate and solution to become homogeneous. Then in obtaining solution was added distilled water. This solution was mixed in a beaker and stirred well for a few minutes. The deposition bath was continuously stirred and heated at 50°C for 1 hour as deposition time. The substrate was immersed into the deposition bath, by vertically suspending it around the stirrer. The substrate was taken out after 1hour as deposition time. Deposition parameters were: $[\text{CuCl}_2] = 0.01\text{M}$, $[\text{thiourea}] = 0.03\text{M}$; $[\text{thioacetamide}] = 0.07\text{M}$; $\text{pH} = 10$; sample was annealed in air, at 250°C for half hour. Structural properties of our layer were investigated by X- ray diffraction and SEM analysis and optical constants were derived on the basis of standard Kramers-Kronig relations using computer techniques.

Results and discussion**1. Structural analysis**

Figure 1 show the XRD pattern of CuS thin layer produced by CBD method at 50 °C. The broad background is due to the amorphous glass substrate and also possibly due to the amorphous phase in CuS thin layer. The XRD peaks corresponding to amorphous nature of layer. As it can be seen there is only a small peak on curve.

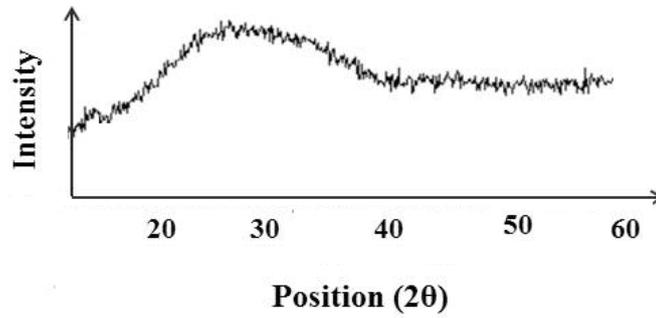


Figure 1 - XRD patterns of the CuS thin layer produced by CBD method at 50 °C.

Figure 2 show Scanning electron microscopy of CuS on glass thin layer produced by CBD method at 50 °C. As it can be seen from figure 2, CuS grains configure on glass substrate and Nucleation process happens.



Figure 2 - Scanning electron microscopy of CuS thin layer produced by CBD at 50 °C.

2. Optical properties

In this work Kramers-Kronig relations were used to calculate the phase angle $\theta(E)$ [4]:

$$\theta(E) = -\frac{E}{\pi} \int_0^{E_2} \frac{\ln R(E) - \ln R(E_0)}{E^2 - E_0^2} dE + \frac{1}{2\pi} \ln \left[\frac{R(E)}{R(E_2)} \right] \ln \frac{E_2 + E}{|E_2 - E|} + \frac{1}{\pi} \sum_{n=0}^{\infty} \left[4 \left(\frac{E}{E_2} \right)^{2n+1} \right] (2n+1) \quad (1)$$

Where E denotes the photon energy, E_2 the asymptotic limitation of the free-electron energy, and $R(E)$ the reflectance. Hence, if E_2 is known, the $\theta(E)$ can be calculated. Then the real and imaginary parts of the refractive index were calculated, from which other parameters were obtained. Figure 3 show Reflectance curve of Copper sulfide thin layer produced in this work. As it can be seen from figure 3, reflectivity curve has decreasing trend.

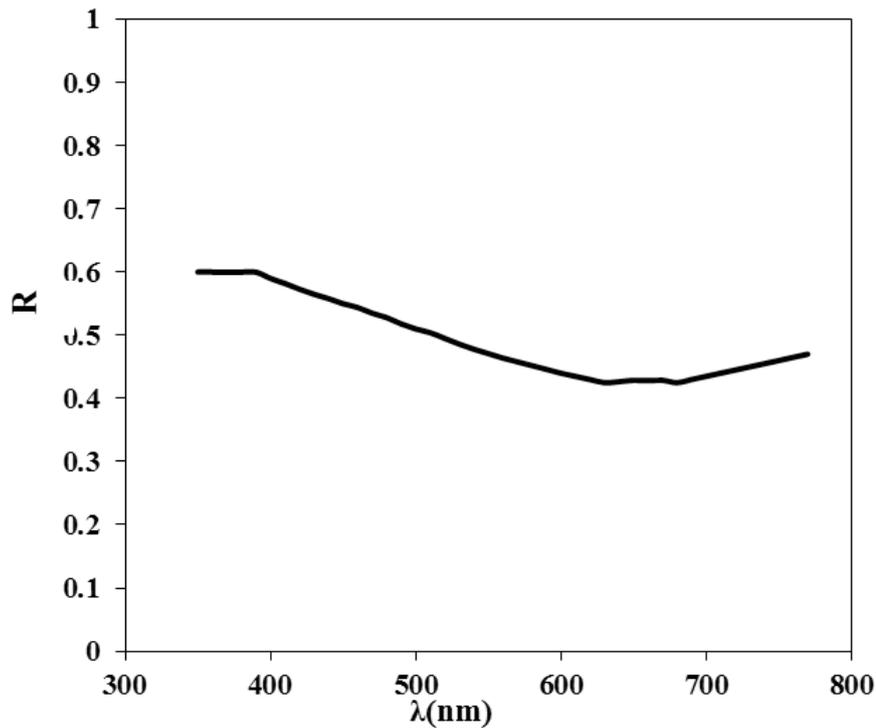


Figure 3 - The reflectance of Copper sulfide layer produced by CBD method at 50 °C.

Figure 4 shows the real part of refractive index for layer produced in this work. As it can be seen, the real part of refractive index has decreasing trend.

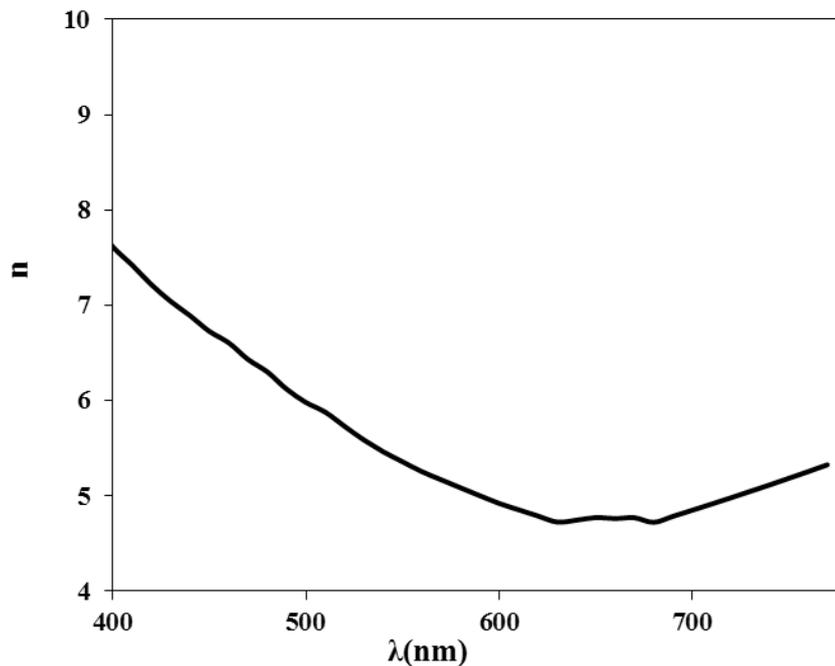


Figure 4 - The real part of refractive index of Copper sulfide layer produced by CBD method at 50 °C.

In figure 5 we depict the imaginary part of refractive index (k) for the layer produced in this work. As it can be seen, the imaginary part of refractive index in general has increasing trend.

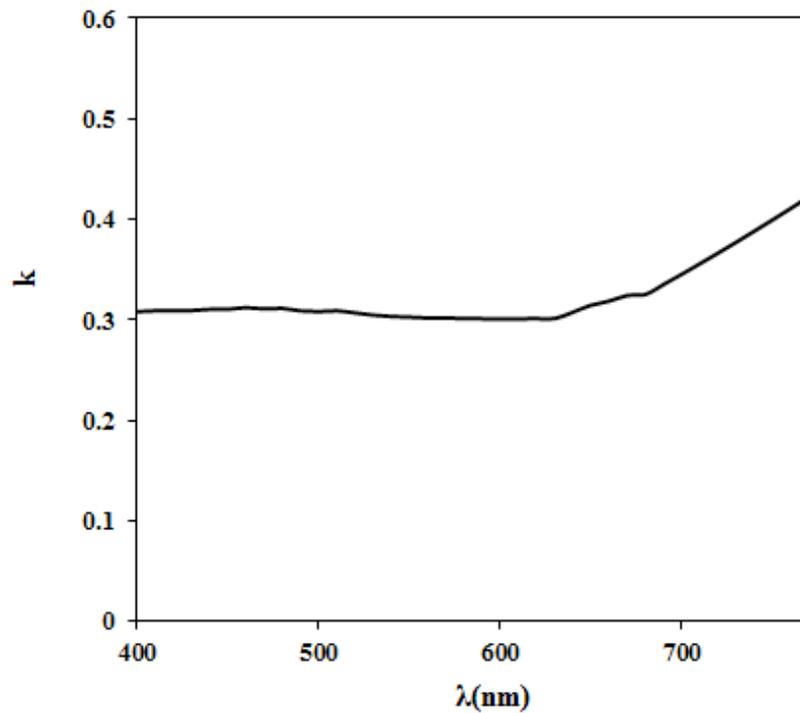


Figure 5 - The imaginary part of refractive index of Copper sulfide layer produced by CBD method at 50 °C.

We depict the natural optical band gap in figure 6. The values of bang gap calculated 2.1 eV.

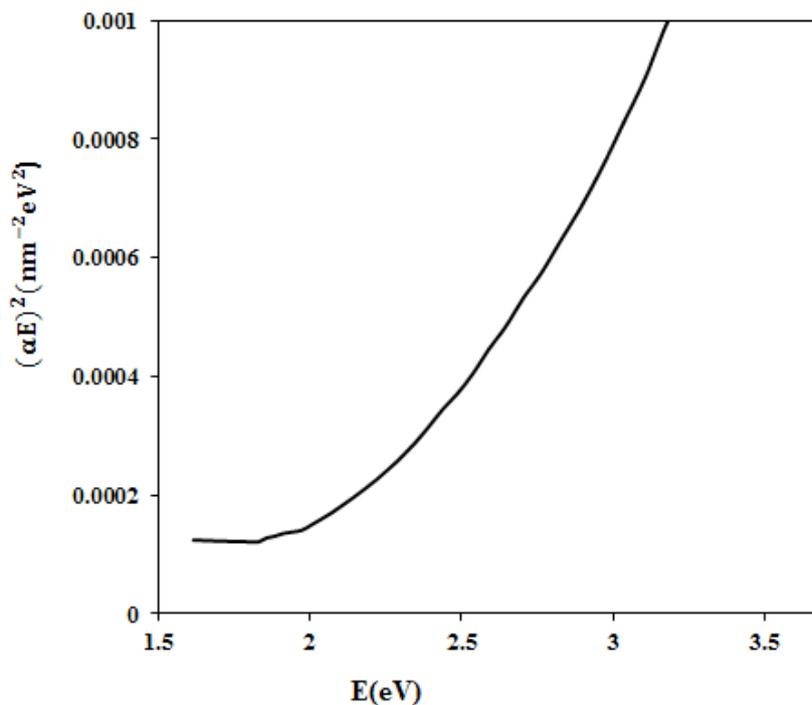


Figure 6 - The value of band gap energy of Copper sulfide layer produced by CBD method at 50 °C.

Conclusion

Thin layer of Copper sulfide has been prepared by chemical bath deposition technique at 50°C. The layers were grown on glass substrates. The deposition was performed in alkaline media and pH fixed on 10 constant value. Crystallography and Nanostructures were investigated by X-ray diffraction and SEM analysis. Optical properties of Nano layers were studied by spectrophotometer analysis in VIS wavelength range. Natural optical properties were obtained by applying Kramers-Kronig relations on reflectivity curves. The optical band gap (E_g), was evaluated from VIS absorption spectra and found to have a mean value of 2.1 eV.

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STRUCTURAL AND OPTICAL PROPERTIES OF INDIUM SULFIDE THIN FILMS PRODUCED BY CBD METHOD AT ROOM TEMPERATURE

Haleh Kangarlou,

Department of Physics, Urmia Branch, Islamic Azad University, Urmia, Iran

Parisa Esmaili,

Young Researchers and Elite Club, Urmia Branch, Islamic Azad University, Urmia, Iran

ABSTRACT

Indium sulfide Nano layer on glass substrate was prepared by chemical bath deposition (CBD) method, at room temperature for about 45 minutes as deposition time. Crystalline and Nanostructures of the layer were obtained, by using X-ray diffraction (XRD) and atomic force microscopy (AFM) analysis. Optical reflectance and transmittance of the layer were measured in the wavelength of 200-1100 nm by spectrophotometer. Kramers-Kronig relations were used to calculate the optical constants.

Keywords: Indium Sulfide; optical properties; structural properties; Kramers-Kronig relations.

Introduction

Indium sulfide is one of the potential materials for various device applications. This includes development of photovoltaic [1,2]. β -In₂S₃ is the most stable structure at room temperature and can be produced by several methods such as organometallic chemical vapor deposition [3], spray pyrolysis [4], thermal evaporation [5] and rf sputtering. The aim of this work is to produce In₂S₃ thin layer at room temperature and other optimize deposition conditions and investigate about structural and crystalline properties by XRD and AFM analysis and calculate optical constants by using Kramers-Kronig relations on reflectivity curves for layer produced in this work and investigate about other optical parameters.

Experimental details

In₂S₃ Nano layer was prepared by CBD method on glass substrate. Prior to deposition, glass substrate was ultrasonically cleaned in heated acetone and then ethanol. Aqueous Solution containing Thioacetamide (TA) and Indium Chloride (InCl₃) as sources of S²⁻ and In³⁺ respectively, acetic acid was used as complex agent of the In³⁺. The resulting solution was diluted to 100mL with water distilled. Deposition parameters were: [InCl₃] = 25mM; [TA] = 350mM; Acid acetic=300mM. During the deposition the bath temperature was fixed at room temperature for

about 45 minutes. The solution pH kept in 2.5. Crystalline and Nanostructures of the layer were obtained, by using X-ray diffraction (XRD) and atomic force microscopy (AFM) analysis. The optical constants were calculated by using Kramers-Kronig relations.

Results and discussion

1) Structural Analysis

Figure 1 show the XRD patterns of the In_2S_3 Nano layer produced by CBD method at room temperature. The broad background is due to the amorphous glass substrate and also possibly due to the amorphous phase in In_2S_3 Nano layer. The resultant product displayed the characteristic XRD peak corresponding to amorphous nature of our layer.

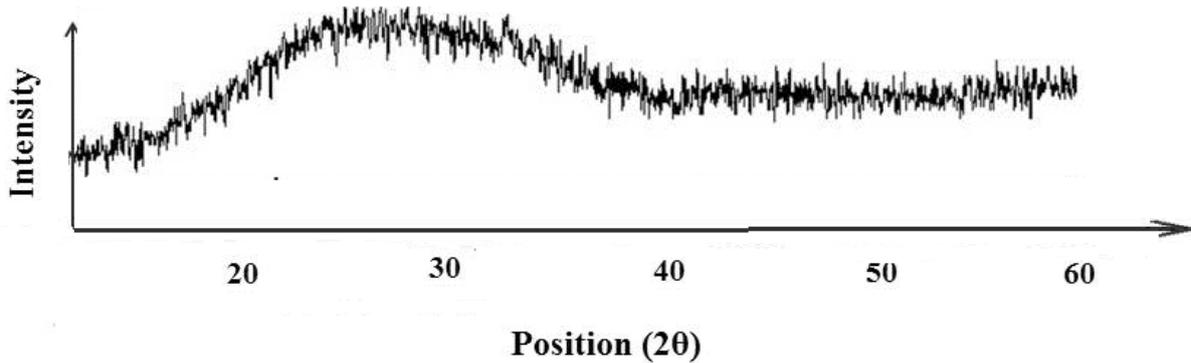


Figure1 - XRD pattern of the In_2S_3 Nano layer produced by CBD method at room temperature.

2) Morphology of surface

Figure 2 show atomic force microscopy image of In_2S_3 on glass Nano layer produced by CBD method at room temperature. As it can be seen from figure 2, In_2S_3 grains configure on glass substrate and Nucleation process happens. Surface is full of tiny grains along with voids between them.

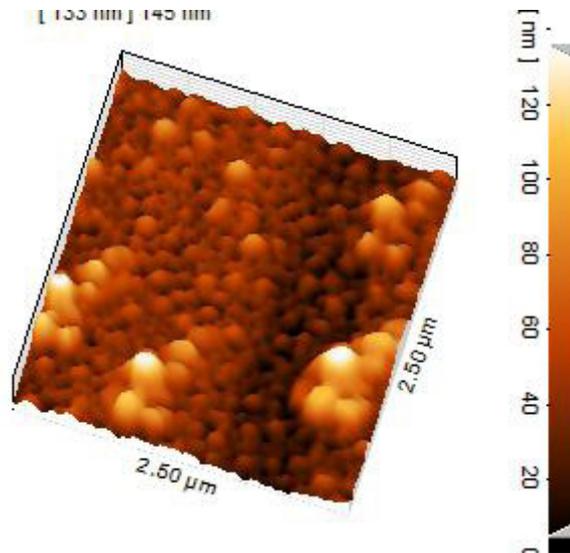


Figure2 - Atomic force microscopy image of the In_2S_3 Nano layer produced by CBD method at room temperature.

Optical properties

In this work the optical properties are obtained by using Kramers-Kronig relations to calculate the phase angle $\theta(E)$ which is described in Ref. [6]:

$$\theta(E) = -\frac{E}{\pi} \int_0^{E_2} \frac{\ln R(E) - \ln R(E_0)}{E^2 - E_0^2} dE + \frac{1}{2\pi} \ln \left[\frac{R(E)}{R(E_2)} \right] \ln \left| \frac{E_2 + E}{E_2 - E} \right| + \frac{1}{\pi} \sum_{n=0}^{\infty} \left[4 \left(\frac{E}{E_2} \right)^{2n+1} \right] (2n+1) \quad (1)$$

Where E denotes the photon energy, E_2 the asymptotic limitation of the free-electron energy, and R(E) the reflectance. n and E_0 are both constant values, n depends to the number of points that

belongs to reflectivity curve and E_0 is the energy of each reflectance data ($R(E_0)$). Hence, if E_2 is known, the $\theta(E)$ can be calculated. Then the real and imaginary parts of the refractive index were calculated, from which other parameters were obtained.

Figure 3 show the Reflectance curve of Indium sulfide thin layer produced in this work. As it can be seen from figure 3, reflectivity curve increase by increasing energy.

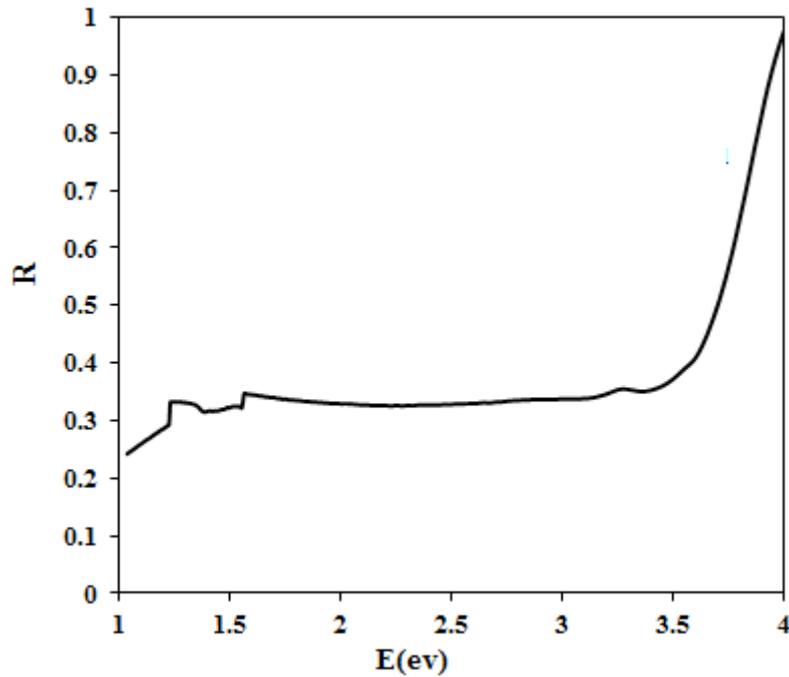


Figure 3 - The reflectance of Indium sulfide layer produced by CBD method at room temperature.

Figure 4 shows the real part of refractive index for layer produced in this work. As it can be seen, the real part of refractive index increases by increasing energy.

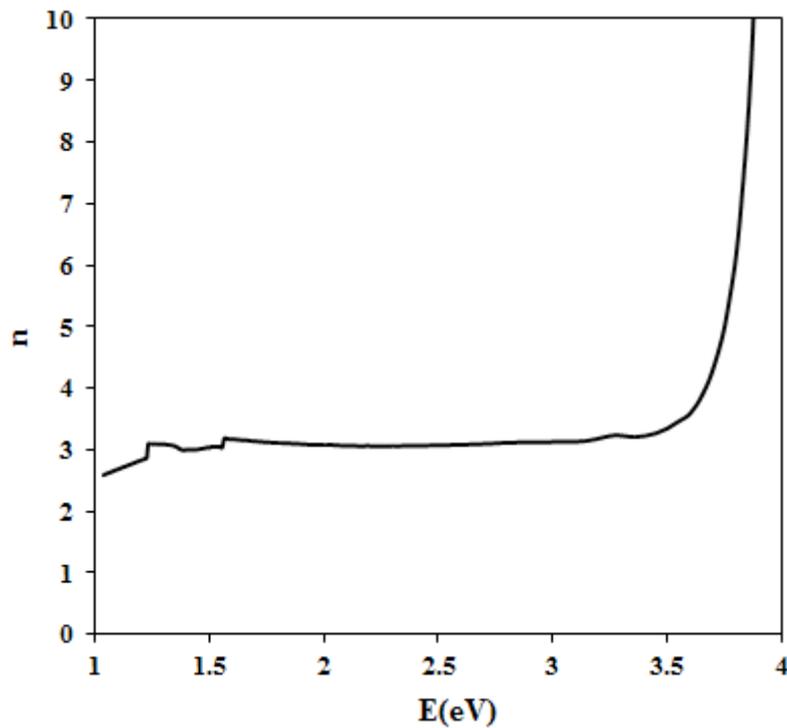


Figure 4 - The real part of refractive index of Indium sulfide layer produced by CBD method at room temperature.

In figure 5 we depict the imaginary part of refractive index (k) for the layer produced in this work. extinction coefficient first decreases and then increases by increasing energy.

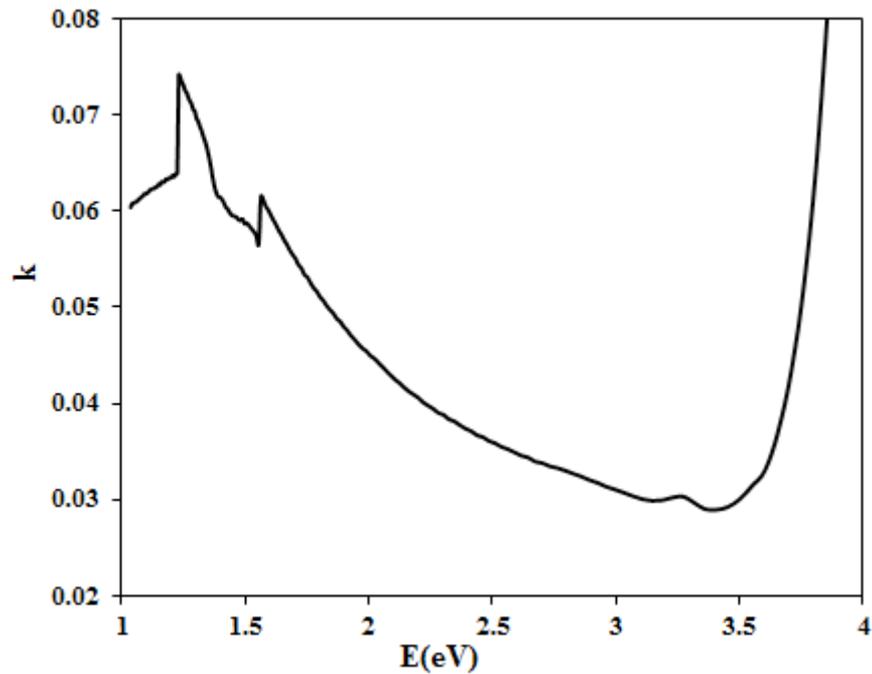


Figure 5 - The imaginary part of refractive index of Indium sulfide layer produced by CBD method at room temperature.

We depict the natural optical band gap in figure 6. The value of bang gap calculated 3.65 eV .

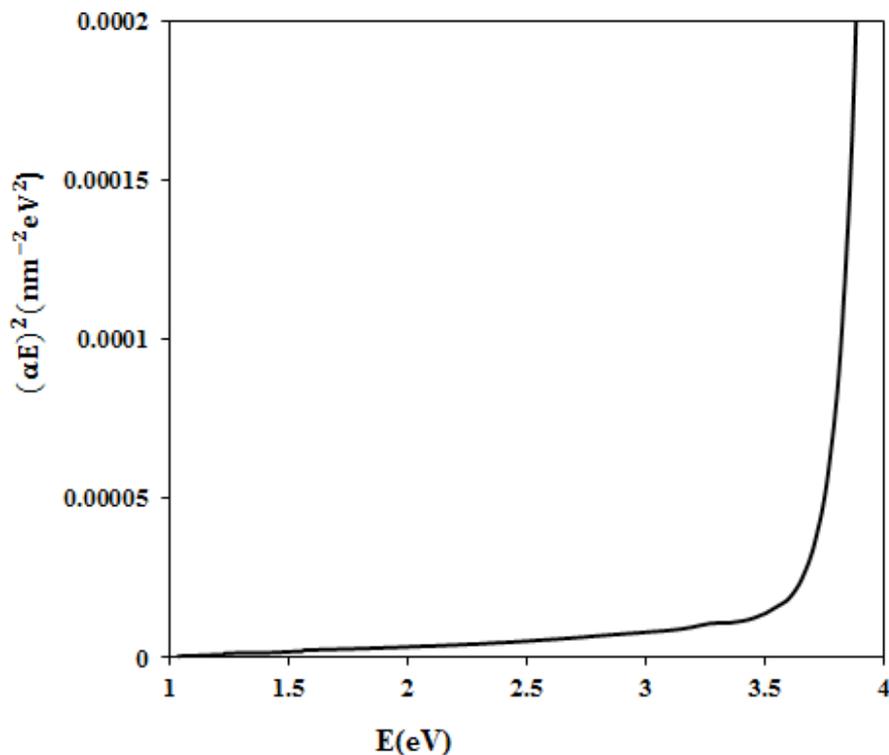


Figure 6 - The value of band gap energy of Indium sulfide layer produced by CBD method at room temperature.

Conclusion

In this work thin In_2S_3 layers on glass substrates were prepared by chemical bath deposition (CBD) method, at room temperature for about 45 minutes as deposition time. The deposition was performed at fixed pH on 2.5. Crystallography and Nanostructures were investigated by X- ray diffraction and AFM analysis. Optical properties of Nano layers were studied by spectrophotometer analysis in UV-VIS wavelength range. Optical properties were obtained by applying Kramers-Kronig relations on reflectivity curves. The optical band gap (E_g), was evaluated from UV-VIS absorption spectra and found to have a mean value of 3.65 eV .

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THE KEY ROLE OF SEISMOTECTONIC STUDIES ON IRANIAN HYDROPOWER PROJECTS CASE STUDY: SOME EXAMPLES IN ZAGROS MOUNTAINS RANGE

Hamid Samari,

*Department of Geology, Mahallat Branch, Islamic Azad University, Mahallat-Iran
Hsamari@yahoo.com*

ABSTRACT

Majority of the permanent Iranian rivers are either originated from the Alborz Mountains in the North or the majestic Zagros Mountains in the west and southwest of the country. Review of the active faults map, the earthquakes epicenter distribution map and the Isohyets curves of Iran indicate that the location of Alborz and Zagros Mountains with the most annual precipitations correlates with the high seismic risk areas.

Although location of most dams and the pertinent power plants are situated on the areas with high seismic hazards, accurate seismotectonics studies have been conducted to select the construction site of such structures away from the direct impact of the active faults as much as possible. However, there are cases in which the active faults can be visible in the locations of dam foundations, abutments, water conveyance tunnels and reservoirs.

The management authorities of the Iranian water and power resources have allocated considerable amount of time and money on the precise reconnaissance and feasibility studies as well as detail designs of dams and power plants. This is especially highlighted in the seismotectonic studies, control and supervision of these studies and also approval procedures to clearly identify the seismic characteristics of these areas. The attainment of above-mentioned objectives is an important parameter in the dam site selection. Moreover, in some cases, the regional seismic parameters greatly influence the dam design. This article attempts, by giving some examples in Zagros, to present and depict the significance of the accurate performance of seismotectonic and associated supplementary studies on the water resources projects in Iran.

Keywords: Hydropower; Orography; Active faults; Seismotectonics.

Introduction

In terms of tectonics, Zagros and Alborz Mountains form a part of Alpine-Himalayas transcontinental belt in the north and southwest of Iran. This belt is one of the most seismic transcontinental region on Earth. Zagros and Alborz mountains range play a special role in Iran in term of climate. These two mountain belt enclose the north and southwest of Iran and prevent much of Nimbo to reach central and eastern parts of the country. The air flow and winds moving from Mediterranean and the Black Sea to Iran are a major source of rainfall. In most areas of Iran, the rainy season is from autumn to mid-spring and in the mountainous areas, the bulk of the precipitation is as snow that is the main source of river water in spring and summer. These

conditions lead to a model in which the Alborz and Zagros Mountains range, with the highest rate of annual precipitation, are placed on the area with the highest earthquake risk. High rates of annual precipitation in the mountains has led to the most water rivers and the largest watershed in this part of Iran.

The existence of high water rivers on the one hand and the need for drinking water, agriculture and energy generation on the other hand have led to conducting major research activities, the construction of dams and power house in this part of the country.

From the past to the present, seismic risks of mentioned areas have been the interest of the researchers.

Experienced multiple earthquakes in history [5], the occurrence of more than one hundred severe earthquakes in the seismic points of the country in the twentieth century, human casualties, socioeconomic damages and their long-term effects indicate that Iran is a seismic zone and thus, it is very vulnerable to earthquake. In Iran, A large percentage of historical earthquakes and those of the twentieth century, occurred in Alborz and Zagros Mountains range and numerous earthquakes recorded in the 20th century caused to the destruction of cities and mortality of the number of people.

According to these, accurate assessment of seismic risks and tectonic earthquakes in the mentioned areas is a very important part of the projects of constructing dam and power house, because, in such civil projects, the earthquake, especially when accompanied by the rupture of dam, will have social, health, cultural and even political impacts in addition to economic impacts which will lead to the destruction of lower zones, reduction of electricity, drought and even casualties.

Local distribution of rainfall

In terms of rainfall, Iran is of the arid and semi-arid regions of the world. In large areas of the country, the annual average rainfall is less than 100ml and according to available statistics, it is 250-300ml for Iran [4].

Above zoning shows that only 24% of Iran is considered as semi-wet and wet area and only 1% of Iran is considered as wet area. On the other hand, above areas are completely surrounded by Alborz and Zagros Mountains range. The catchment area of Persian Gulf and Oman Sea with the area of 425100km² includes all rivers located in west and southwest of Zagros Mountains range and also highlands located in the south of Fars Province and Bashagard Mountains and the south of Balochistan.

This catchment area includes 29 rivers with the area more than 1000km² and 54 small rivers and watercourses with the area less than 1000km² that these rivers flow through Iraq independently or into Persian Gulf and Oman Sea [13].

Active faulting and tectonics of Iran

An accurate identification of the historical seismicity, the 20th century's seismicity and also young faulting is an important tool for understanding active tectonics. Iran, a seismic zone with the area of 1000km, extend from Turan platform (south of Eurasia) in northeast to Arabian plate in the southeast. Iranian plateau is characterized in Alpine-Himalayas mountain belt by its characteristics such as active faulting, young volcanism and high altitude. Tectonics studies indicate a high concentration of young and active faults with dominant reverse or thrust mechanism in the Iranian plateau.

In this regard, the important issue is the existence of hidden faults as one of the main linear seismic sources in the Iranian plateau, particularly in the Zagros simply folded belt (southwest part of the Zagros mountain range). The epicenter distribution of earthquakes without any relationship with surface rupture in this part of Zagros mountain range implies that some hidden faults can also be the cause of earthquake. If the main hidden fault are ignored in the seismotectonics studies, obtained seismic parameters will be less than the actual values for different levels of designing. In this case, there will be no consistency between the results of the seismic evaluation based on point and area sources and the model of linear sources.

Seismotectonic provinces

Due to the complex nature of earthquake as a physical phenomenon, it is impossible to predict the exact time and location of earthquake. So, in each area, earthquake risk analysis is conducted based on statistical studies of past earthquakes. One of the important stage of these studies is to identify and isolate the areas which have same seismic and tectonic characteristics that called Seismotectonic provinces.

Zagros Seismotectonic province

Zagros Seismotectonic province is divided into two southeast and northwest sections. The southeast province of Zagros is mainly composed of Cenozoic sediments. In this section, there is Hormoz formable formation which leads to the relationship between epicenters and the faults exposed on the surface is actually faced with ambiguity. In this section of Zagros, the only documented case of a fault occurrence is an earthquake, with the magnitude of 6.1Mb, occurred in Zanjiran, Fars Province on 20th June, 1994. In this province, dominant faulting mechanism is thrust with plates which their slope is towards northeast. In 20th century, the largest earthquake occurred in this part was an earthquake, with a magnitude of 6.9 Ms, occurred in Qir on 10th April 1972.

The northwest section includes a series of anticlines and syncline along the northwest-southeast which are mainly composed of Mesozoic and Cenozoic outcrops. In this province, dominant faulting mechanism of is thrust and also it is dextral strike-slip on the Qatar-Kazerun and Zagros young faults. Another feature of the province is that there is epicenter distribution across of it. The largest earthquake occurred within or on the borders of the province is the earthquake, with the magnitude of 7.4 Ms, happened in Silakhor on 23th January 1909.

The importance of seismicity studies on the Zagros

In the projects of constructing dams and power house in Zagros range, conducting detailed seismicity studies and earthquake risk analysis are essential and obligatory, because, in Zagros simply folded belt, most of the earthquakes are not accompanied by surface faulting. Although, strong ground motion parameters for different levels of designing are of the important results of such reports, but, it should be noted that in every reports, the important items such as investigation of faulting in Dam Foundation, abutments and power station, reservoir trigger seismicity, side effects resulting from the destruction of the dam, modeling the dam in a series of Cascade dams, instability of the slopes overlooking the dam and power house and even within the reservoir, investigation of hidden faults and evaluating the impact of their operation on the dam and power house, calculation of displacement along the faults which are linked with any structures of the dam and power house in any way, ... must be considered. Below, it is tried to express the importance of mentioned items with the examples of hydropower projects in the Zagros range.

Faulting in Foundation of Dam

In some cases, seismicity studies and earthquake risk analysis have proved that there are active faults in dam foundation. In this regard, it can be mentioned the following examples:

The second phase of seismicity studies on Kavar dam and power house in Fars Province in the Zagros Mountains range showed that there are Sepidar, Mook and Zafar Abad active faults in the immediate vicinity of the dam [15]. Sepidar fault is placed on the left dam abutment. The thrust mechanism of Sepidar and Mook faults has been proved based on folding mechanism and according to their position in the edges of Sepidar anticline (Figure1). On the other hand, the mechanism of Zafar Abad fault was identified based on pull-apart catchment area in the termination of Shiraz fault and parasitic folds associated with the termination of Zafar Abad fault affected by the rise of buried salt dome (Figure 1). The important issue is that evaluating the mechanism of mentioned faults is not possible without considering the views of tectonics and structural geology. This means identifying the mechanism of faults is one of the important factors in assessing Maximum Credible Earthquake resulted from the impact of faults' activities on the structure of dam and power house. These faults led to designing Non-permeable Clay core rock fill dam that can always maintain its stability with the average amount of 60 cm if it shears along Sepidar fault in the right dam abutment.

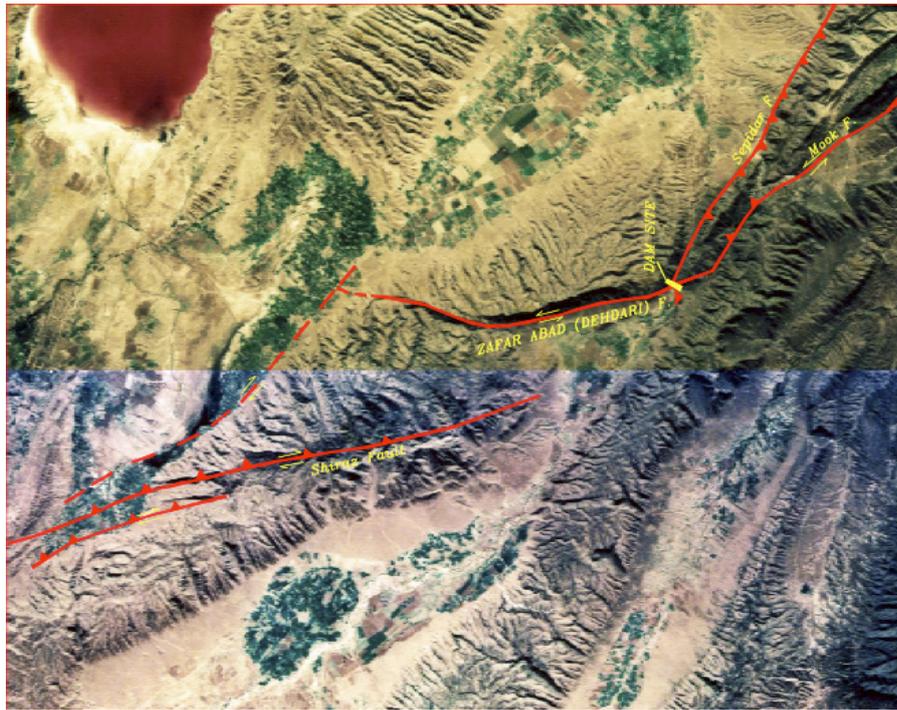


Figure1 - A view of the faults around Kavar reservoir dam, Land sat satellite's images

Another interesting example is Rudbar dam and power house in Lorestan Province in the Zagros Mountains range. This is Clay core rock fill dam with a height of 150m and aboveground power house with installed capacity of 450 megawatts. The second phase of seismotectonics studies has proved that there are F1 active faults in the left dam abutment, Saravand- Baznavid fault at the confluence of water tunnels and Islam Abad fault in the vicinity of the power house and at the confluence of water tunnels (Figure2). It should be noted that identifying these faults, especially F1 fault was possible only based on field studies and geomorphological evidences [14].

Identifying aforementioned faults is very important because in the first phase of seismotectonics studies that it was not proved that there was F1 fault, Roller Compacted Concert dam was considered for this site.



Figure 2 - The view of F1 fault in the left dam abutment, Rudbar Dam, Lorestan Province

Hidden faults

In some cases, particularly in the Zagros Mountains range, hidden faults should not be ignored. These faults may be in the basement of the region or in the sedimentary cover, mainly beneath the anticlines with no characteristic surface outcrop. The operation of these faults can cause serious damage to important structures. In this regard, investigating structural geology, tectonics, paleotectonics, morphotectonics and neotectonics in the first stage of studies and geophysical exploration in additional steps in order to detect surface effects of the operation of these faults are necessary. For example, it can be noted to the faults surround Haji Abad dam in the north of Bandar Abbas (Figure3). Despite the obvious surface faults in this area, many epicenters with no surface faults can be found. Aforementioned earthquakes associated with the hidden faults which are in the sedimentary cover and/or basement of the area.

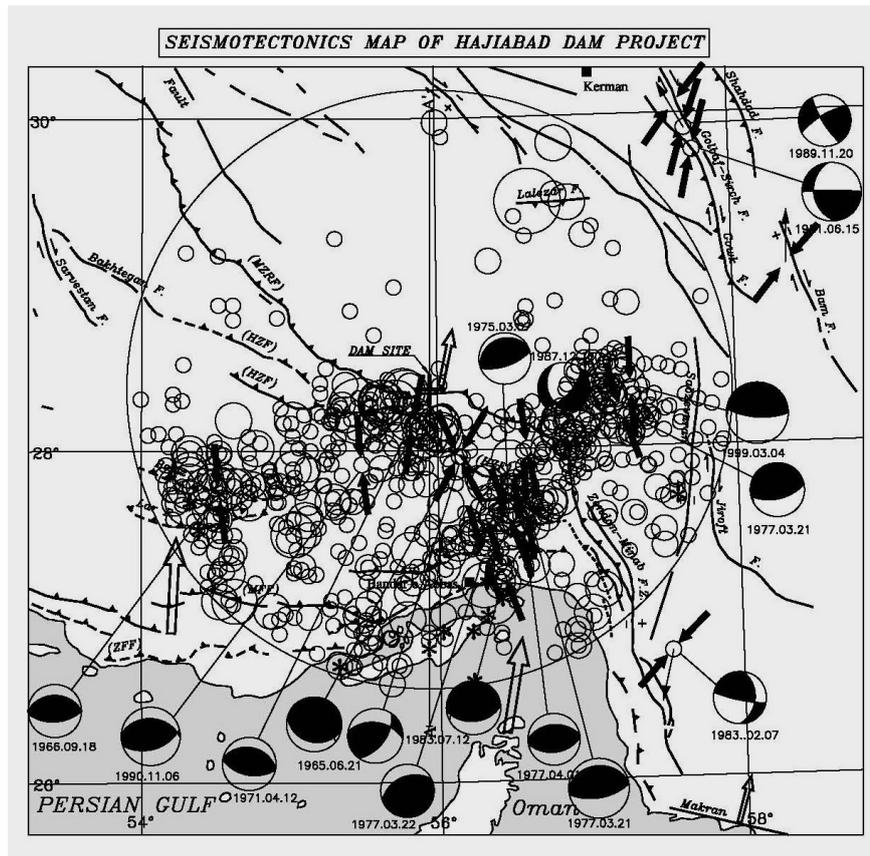


Figure3 - Seismotectonic map of Haji Abad Dam

Other hidden faults can be noted here, are the hidden faults under the anticlines. In Zagros range, these faults are mainly reverse according to the mechanism of folding [8]. In the Feasibility Studies of Nargesi Reservoir Dam, [2] such faults was modeled under Bahym anticline and exactly in line with the anticline axis in earthquake risk analysis as a linear seismic source based on the distribution of epicenter associated with the linear structure (Figure 4).

Slide of unstable slopes

Another important issues of seismotectonics studies is the stability of slopes overlooking the dam, power house and even reservoir. The important issue is that due to the location of the Zagros mountain range in high-risk seismic areas, the slopes which are stable in a static state, become unstable under the force of earthquake and cause losses. In this case, heavy landslides on the slopes overlooking the reservoir, may even lead to the creation of wave and the destruction of the dam and related structures.

Cascade dams

Today, producing electricity in hydropower houses are very important in terms of the least adverse environmental impacts. Despite the high-water rivers in the Zagros mountain range and

Also, on Dez and Karun Rivers, several dams and power houses are in operation, under construction or under studying that each of them can be studied in the class of Cascade dams.

The important issue in designing Cascade dams is their stability against possible large earthquakes. The dams must be designed in a way that it will be always stable against the Maximum Credible Earthquake and never fail. Instability of dam, in addition to the loss of financial resources, can cause significant damages to the dams of downstream due to flooding and in some cases, even destroy them.

Conclusion

Due to the placement of high water rivers of Iran on the high-risk seismic zones, conducting seismicity studies and earthquake risk analysis is necessary for large engineering structures such as dams and power house in this part of the country.

Studying and implementing a number of large concrete and earth dams in this part of the country, facing with specific geological conditions and phenomena, identifying geological structures such as active faults and major ruptures during implementation, monitoring the dams during implementation and flooding and studying the action of dams against the earthquakes occurred have provided very valuable experiences on the study and implementation of the dams in seismic regions, especially in the field of seismicity studies and earthquake risk analysis.

Today, seismicity and seismotectonics studies are performed for the most dams and power houses of Iran, particularly large dams carefully and based on service description approved by the Ministry of Energy and the type of study phase. Above reports are expertly investigated and assessed at least in two stages by the employer. At the beginning of each study as updating data, to check and control previous studies by consulting engineers are a priority to achieve more real results. Obviously, if there are serious differences in the calculation, an overall review of previous reports will be done by the employer.

Above items make possible that provided reports can illuminate the true face of seismic area around the site of project as much as possible to ensure the health of the project in needed cases by specific measures.

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A NEW METHOD TO OPTIMIZE THE DESIGN OF ARCHITECTURAL SPACE

Mohammad hosein Hashemian,

BA in Architecture, Azad University, Parand Branch, Member of young and elite researchers club

mohammadhashemian87@gmail.com

Dr. Keyvan Loloie,

Department of Islamic Azad University, Mahalat Branch
k.loloie@gmail.com

Nazli Savaran Mehran,

Department of Islamic Azad University, Parand Branch
m_sarvaran@yahoo.com

ABSTRACT

Today, the rapid growth of population and their tendency to live in cities cause population density in cities. In the meantime, the limited cities space causes the necessities of optimizing architecture designs for maximum use of that space. It's important in more crowded place with higher land price. Considering that optimizing spaces shouldn't decrease residents' convince and comfort, thus using statistical and mathematical investigations for modeling the probable movement of residents due to optimize spaces according to residents maximum convenience is essential. This method was discovered due to the reason of using 3 and 5 doors in Iranian architecture. In this regard, we consider new way for designing people like spaces in the limited, crowded, and expensive spaces.

Keywords: optimizing space; architecture; mathematics.

Introduction

There isn't any solution or mathematical and logical principles for optimizing areas and dimensions to solve the entire problems. During investigations to gain required spaces, architecture had to just rely on experiences in references books of standards of space dimensions. And, there haven't been a basically principle and method to create industrial way for building. The investigation in this study indicated that ancient architects investigated on the probable movement of residents to use space efficiently and; therefore, use this method in a simple way.

Since the statistical and mathematical principles which were supported Iranian ancient architecture was destroyed during times, thus in this study ancient architecture designs are investigated and the mathematical models which were used extracted and updated according to new architecture principles. And finally, this study demonstrated an optimum model for maximum use of space in a building for residents' convenient and comfort.

In this regard, based on today's cities need for designing people- like building in a limited, crowded, and expensive space, this study use the mathematical model for designing ancient building extracted and updated according to recent needs.

Statement of problems

1. What is the appropriate way to design people like space in a limited, crowded and expensive places? What principles can be considered in these places?
2. How can sustainable and mathematics principles help to plan optimum architecture space?

Significant of study

With the possibility of reaching such model we will reach to the following purposes:

1. If we can use appropriate principles in the entire world, for planning people- like spaces in a limited, crowded, and expensive situations, then all these three factors are solved and cause simplicity of designing and save the Purchas price and buildings.
2. By accepting this hypothesis, there is no need to refer to building standards references (e.g. Noyfert). Because with respect to suggested design, everyone can calculate his/her expected standard space.

Review of literature

Generally, the process of designing with the help of mathematics for optimizing architecture spaces is a very new and limited to the recent 10 years(3). But as researchers stated mathematics couldn't be used completely for this purposes (4). This researchers believed that it's related to mathematicians; however, architects role can't be overlooked. Thus, accepting these methods aren't considered by architects because of two reasons:

1. First reason which is related to architect
2. Second reason which is related to architecture.

But this paper design a method to solve modern problems

Methodology

To describe mathematical algorithm of this process, it's needed to describe people like space (6) which is:

Generally, the architecture of a building is people like when it has the following two features:

1. The first feature is that people like designs the focus is on putting units according to human dimensions. It should be mentioned that these units (where used in past) were not necessity sustainable, and can be varied in different situations. Generally length units (length) follow human dimensions. According to the researcher there are three length measurement units in Iran (of course, there were more units in past, too). They are:

Gaz(7), Arsh, Zar(8) and Zera(9)

Generally, 2.1 Arsh or Zar is equal to the recent Gaz. The most ancient unit is Zar or Arsh which is related to Iran and equal 1 to 54.5cm (10), and is equal to recent Zera. And they were the same during ancient time in Iran .However; we deal with the oldest of them which is in this relation:

Arsh=1 Zera= approximately 54.5cm

2. the second feature in people like design is drawing users' physical plans and their behaviors to design a building according to their needs and their behaviors. In this regard, the probable people movement and their behaviors can be effective action in creating complete understanding of individuals' movement pattern (this feature is going to study more).

Point: the purpose of indicating unit of measure on the base of human dimension is that in this method units are used for its simplicity of work.

The principles which where need to define before method:

1. in this level, we should know that rooms are designed in square-rectangle shapes. Circles, ovals and sharp spaces are not used because of their Perth space.
2. Generally each person only has three state in a pace (C) and other states have the same area such as : A)standing up, (or walking) (C1), lying (C2), sitting on a sofa (or ground and chair)(C3)
3. The biggest and the largest probable state is considered (the area each person or thing is occupied)
4. In each designed space, more than one various C can't be calculated by algorithm, means, our space have just one behavioral plan not various plans. But, several functions can be considered

in one space.

5. The square area which occupied rectangle area is selected according to (C) e.g. C1, C2, C3
6. If circle things, circles (regular uniform) or other shapes in a space were used, the covering space should be a square or rectangle. And round trip around it should be considered, too.
7. For locating things in a space, the area of things should be added according to Zera(that is rounded to the larger number).
8. In this method, the length of sides and area are added to algorithm

Algorithm method description

1. in the first level, the maximum number of people who used that space should be added to the algorithm and it demonstrated by (L)
2. Square or rectangles are always a multiple of the number of maximum people (L) who use the space and square root of people’s behavioral area units:

$$a = m \cdot L \cdot \sqrt{C_x} \qquad b = n \cdot L \cdot \sqrt{C_x}$$

3. In this step, the behavioral plan is given according to the maximum behavior considered in that space. And illustrated by (C), which is divided in to three states of standing up(walking), lying, and setting and each occupies its considered areas. Equitation are determined according to Zera(54.5 cm) .Actually (C) has three numerical states:

- Standing up C=1 Zera square= 54.5 = C1 =0.54m²
- Lying= 4 Zera square=218 =C2=2.18m²
- Setting (in the biggest state) = 2 Zera square= 109 =C3=1.09 m²

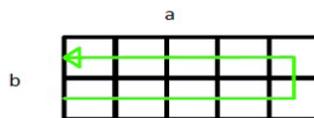
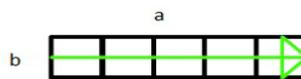
4. All logic and algorithm

$$a \geq \sqrt{C_x} \qquad b \geq \sqrt{C_x}$$

$$a \cdot b = m \cdot n \cdot L^2 \cdot C_x \rightarrow a \cdot b \geq m \cdot n$$

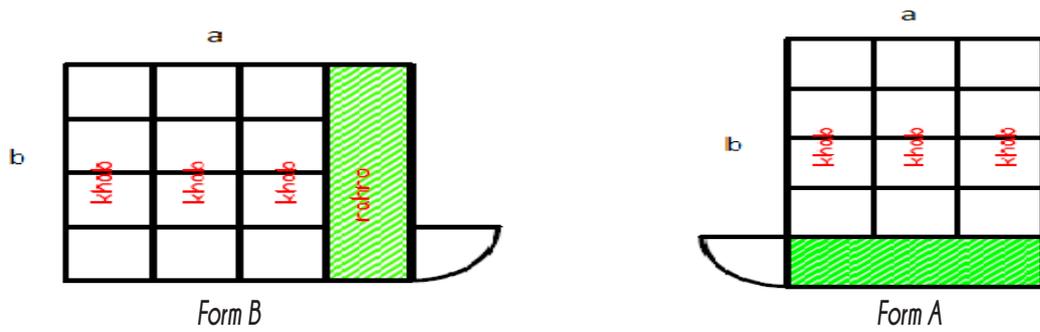
$$1) \quad if \rightarrow C_x = C_1 \rightarrow \begin{cases} a = L \cdot \sqrt{C_1} \\ b = \sqrt{C_1} \end{cases} \rightarrow \begin{cases} m = 1 \\ n = \frac{1}{L} \end{cases} \rightarrow a \cdot b = L \cdot C_1$$

The form of space in C1 state has one way corridor or reciprocating corridor

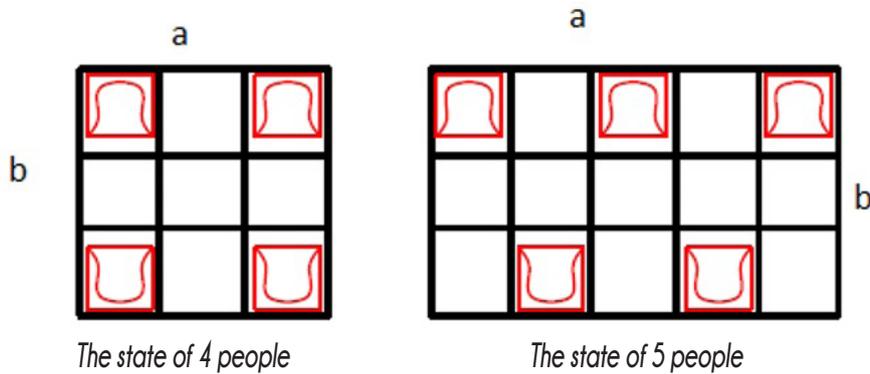


$$2) \quad if \rightarrow C_x = C_2 \rightarrow \begin{cases} \text{الف) } \begin{cases} a = (L + 1) \cdot \sqrt{C_1} \\ b = C_2 \end{cases} \rightarrow \begin{cases} m = \frac{L + 1}{L} \\ n = \frac{\sqrt{C_2}}{L} \end{cases} \\ \text{ب) } \begin{cases} a = L \cdot \sqrt{C_1} \\ b = C_2 + C_1 \end{cases} \rightarrow \begin{cases} m = 1 \\ n = \frac{C_2 + C_1}{L \cdot \sqrt{C_2}} \end{cases} \end{cases}$$

In the second state, two (ideal) spaces can be designed for lying which divided to state A and B, respectively.



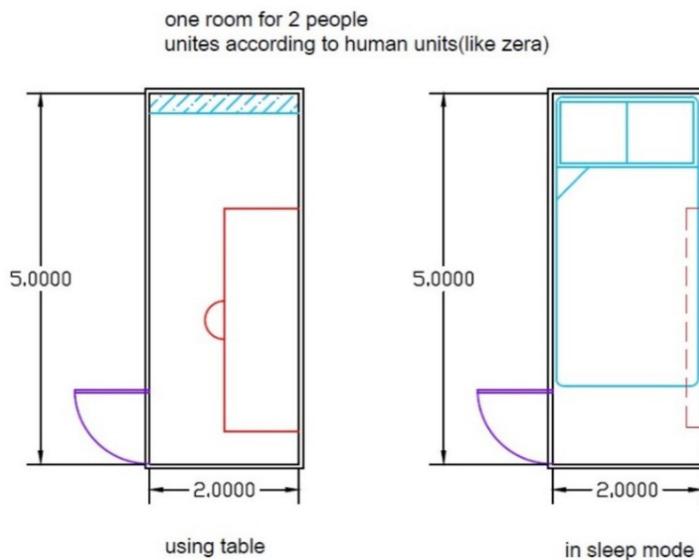
$$3) \text{ if } \rightarrow C_x = C_3 \rightarrow \begin{cases} a = (2L - 1) \cdot \sqrt{C_3} \\ b = 3\sqrt{C_3} \end{cases} \rightarrow \begin{cases} m = \frac{2L - 1}{L} \\ n = \frac{3}{L} \end{cases}$$



In this situation, if the number of people for sitting is more than normal (for example $L > 6$), designing should base on details to total. in this method, for optimum use of space, things are put in walls and ceilings in a sliding, folding ways.

Description of plan

In this plan, a bedroom for two people are placed in the wall in folding way (the dimensions are based on Zera)



This model advantages

This method was used in different way for architecture spaces in past, however; it is indicated in a new shape in this paper. As its advantages, it can be used in mass constructions that decrease the building costs and the duration of plans. Moreover, it created independent measurement units

for Iranian inside the country. It's the traditional and ancient Iranian scale. Therefore, each person can have a small house.

Conclusion

This is a new way because of using mathematics for evaluating space decisions (according to logical principles of setting sofas). Thus, it is a unique method because there wasn't any mathematical model for calculating space dimensions and gaining space before. Demission was peripherally done by architecture, and they determine these dimensions according to their experiences and those principles didn't have logic behind it. This process of formula was inspired from the process of 3 and 5 doors plans in Iranian Islamic architecture and then was motivated to update this method. For the convenient of the work and calculating formula due to its wideness, the exact space plan should be understand, and then limited that to simplify the formula. This is the most important case. For example, the circus, sharp, and chaos spaces can be deleted to simplify the work (due to created extra- space). In the next level, for probable human movement states, plans are typed and finally their formula are separately based on their action planned. And finally, spaces are gathered together and the total plan is formed.

The other important conclusion of this research is that common length units based on human dimensions, and this paper is based on these units and revive Iranians' style.

Suggestions

Based on this hypothesis, software can be designed which calculated automatically the length dimensions, area, and volume by gathering enough data (such as number of people, Works which are done in that space, and...). This is an economical suggestion from this hypothesis. The other one is using units which are appropriate with human demission and can plan people like spaces. Moreover, there is no need to refer to space standard (such as Noyfert) and each person can calculate the standard space alone and finally this method can be used a lot in mass building.

Footnotes and references

1-3 doors: is a room with rectangle or square base that has three height windows besides each other and across the yard and its proportions is based on that and its entrances are on both sides. Ganjname, Yazd houses, Moosavi rezaee and his collogues, 2010, dictionary, center of document and research architecture and urban development in Shahidbeheshti University

2-5 doors: is a big room that has 5 doors besides each other and across of yard in a big side and its proportions is based on that. Its entrance or entrances are on both sides and (is in smaller side. Ganjname, Yazd houses, Moosavi rezaee and his colliques, 2010, dictionary, center of document and research architecture and urban development in Shahidbeheshti university.

3. JOHN S. GERO (1975), ARCHITECTURAL OPTIMIZATION- A REVIEW, Engineering Optimization, Vol 1, pp. 189-199

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5. Ibid

6. People like: is architecture on the base of human's needs and size. Aminian shadi "People like in architecture". National conferences of architecture and urban development (Islamic Azad University, department of Ghazvin, 2013)

7. Gaz: is an ancient unit of length measurement in 11AH century. as Jean Sharden stated Gaz is equal to 94.74 cm, and Farir stated that it's equal to 95 cm. today's a kind of Gaz is in Iran that is equal to 114 centimeter.

8. Arsh or Zar: is equal to 114 centimeter or is the distance between one hand to the top of other hand's fingers when one open his hands, or from the top of middle figure to elbow (Dehkhoda dictionary)

9. Zera: from elbow to the top of hand fingers (Dehkhoda dictionary)

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PHILOSOPHICAL SCIENCE

THE QURAN, GOD TALKING TO ALL MANKIND

Hamed Shams,

MA in Research in Institute of Hawzeh & University, Qom, Iran

ABSTRACT

Quran is god's way of talking to mankind. This book has been send to mankind to show god's love toward his best creature. Quran shows mankind the best way of life and by following it humans reach eternal salvation in after life. Quran shows the best way to reach human's true place which is "god's Caliph".

In this paper we tried to introduce Quran and its mission by using the words of the Quran scholars and some verses of Quran.

Keywords: Quran; God's word; Justice; prosperity; god's Caliph.

Introduction

God is the Creator of all creatures. Between all these creatures god calls humans as his best creation, he didn't abandon humans, and he gave his mercy and love to humans through prophets and holy books. By following these books and prophets humans will reach salvation.

Quran is last and most complete holy book that was brought by last prophet, Mohammad Peace be upon him.

In Quran humans are god's audience and he talks to them and shows them the way to success and reaching salvation.

Quran shows the way to reach justice in this world and also shows the way to afterlife salvation; and introduces god's Caliph as best position for humans and every human is invited to reach this position and shows the way to reach this position and removes their problems in its way.

Chapter 1: Introducing Quran

Speech 1: History of the Quran

Quran is the last holy book that has been send to last prophet, Mohammad Peace be upon him.

Quran manifested to prophet in the shape of sura or verses; verse is smallest part of quean that contains of some words, and some verses together create verses of a sura.

In total Quran have 114 suras, and it came to Mohammad during 13 years. In addition to historical facts, even Quran accepts this fact:

قرآن را متفرقی نازل نمودیم تا تو آن را به تدریج دریافت کنی و به تدریج به مردم تلاوت نمایی.

«وَفَرَأْنَا فَرَفَعْنَا لِنُقَرِّأَهُ عَلَى النَّاسِ عَلَى حَكْمٍ وَ نَزَّلْنَاهُ نَزْلًا» (سراء: ۱۰۶)

And we divided this Qur'an into parts So that you may recite it to the people at intervals and with necessary pauses. And we have sent down its Words of Revelation by stages; (17/106).

Or in other place it said:

«وَقَالَ الَّذِينَ كَفَرُوا لَوْ لَا نُزِّلَ عَلَيْهِ الْقُرْآنُ جُمْلَةً وَّاحِدَةً كَذَلِكَ لِنُثَبِّتَ بِهِ فُؤَادَكَ وَرَتَّلْنَاهُ تَرْتِيلًا» (الفرقان/ ٢٥: ٣٢)

کافران [به عنوان اعتراض] می گویند چرا قرآن بر تو، مانند تورات موسی، یکباره نازل نشده؟ [خداوند سبحان در جواب این اعتراض خطاب به رسول اکرم صلی الله علیه و آله و سلم می فرماید:] نزول تدریجی قرآن برای تثبیت قلب تو است.

And the disbelievers said: " Why The Qur'an is not sent down on him all At once?"[O Messenger]In order to Penetrate and record it in your heart, We Reveal it gradually and with necessary Pauses;(25/32)

First versus that came to prophet were versus 1 to 5 of Alaq sura (96):

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

اقْرَأْ بِاسْمِ رَبِّكَ الَّذِي خَلَقَ (١) خَلَقَ الْإِنْسَانَ مِنْ عَلَقٍ (٢) اقْرَأْ وَ رَبُّكَ الْأَكْرَمُ (٣) الَّذِي عَلَّمَ بِالْقَلَمِ (٤) عَلَّمَ الْإِنْسَانَ مَا لَمْ يَعْلَمْ (٥)

ترجمه:

به نام خداوند بخشنده بخشنده

١- بخوان به نام پروردگار خویش که آفرید. ٢- آدمی را از خونبارهای فروبسته آفرید. ٣- بخوان و (بدان که) پروردگار تو گرامی ترین است. ٤- همان که با قلم آموزش داد. ٥- به انسان آنچه نمی دانست آموخت.

In the Name of Allah The Merciful Beneficent

[O, Messenger!]Recite in the Name of Allah Who is your Creator and Nurturer And Who created all creatures of The universe;

The One Who created man from a Blood-clot;

Recite and know that your Creator is The Owner of Miracles[since you can Read by Allah's Will though you were Illiterate]:

Allah is the One Who taught all Sciences through the knowledge of Writing with pen;

And He taught man what he did not Know;(96/1-5)

And last of these versus was verse 281 of Baqara sura (2):

«وَاتَّقُوا يَوْمًا تُرْجَعُونَ فِيهِ إِلَى اللَّهِ ثُمَّ تُوَفَّى كُلُّ نَفْسٍ مَا كَسَبَتْ وَهُمْ لَا يُظْلَمُونَ»

ترجمه:

و از روزی پروا کنید که در آن به سوی خداوند بازگردانده می شوید آنگاه به هر کس پاداش آنچه انجام داده است تمام خواهند داد و به آنان ستم نخواهد رفت.

And be afraid of the Day when you Shall be brought back to Allah; then Every person shall be paid in full what He has earned, and none shall be Dealt with unjustly.(2/281)

Some of prophet's followers that remember and wrote these versus are called Qura (Readers). And they wrote them down every time they came to prophet. After death of prophet all of versus and sura were gathered in a book and many copies were created and then in was orders that the

Or about Prophet's Ascension Night:

یا در مورد تکلم با رسول خاتم در سلب معراج می فرماید:

«فَأَوْحَىٰ إِلَىٰ عَبْدِهِ مَا أَوْحَىٰ» (معراج/۵۳: ۱۰):

پس (خداوند) به بنده خود وحی کرد، آنچه وحی کرد.

[From such close distance]Allah Revealed His Message to His obedient Worshipper, what He Willed to reveal,(53/10)

After the speech of Allah was mentioned we go to God's word. In Toba sura god talks about his words:

«وَإِنْ أَحَدٌ مِنَ الْمُشْرِكِينَ اسْتَجَارَكَ فَأَجِرْهُ حَتَّىٰ يَسْمَعَ كَلَامَ اللَّهِ ثُمَّ أَبْلِغْهُ مَأْمَنَهُ ذَلِكَ بِأَنَّهُمْ قَوْمٌ لَا يَعْلَمُونَ» (توبه/۹: ۴):

و اگر یکی از مشرکان از تو پناه خواست، پس پناهش بده تا سخن خدا را بشنود، آن گاه او را به جایگاه امنش برسان؛ این به سبب آن است که آنان گروهی هستند که [حقایق را] نمی دانند.

And if any one of the idolaters Seeks refuge in you,[O, Messenger]Grant him, so that he may hear The Word of Allah and then escort him To where he can be secured, that is Because they are a people who lack Knowledge[and their disbelief is due to Their ignorance](9/6)

Holy Quran is god's words that he sand to Mohammad through his Angel Gabriel:

«قُلْ مَنْ كَانَ عَدُوًّا لِجِبْرِيلَ فَإِنَّهُ نَزَّلَهُ عَلَىٰ قَلْبِكَ بِإِذْنِ اللَّهِ مُصَدِّقًا لِمَا بَيْنَ يَدَيْهِ وَهُدًى وَ بُشْرَىٰ لِلْمُؤْمِنِينَ» (البقره/۲: ۹۷)

بگو: هر که دشمن جبرئیل است (آنگاه باشد که) بی گمان او، آن (قرآن) را بر دلت با اذن خداوند فرو فرستاده است در حالی که آنچه را پیش از آن بوده است [از کتاب های آسمانی] راست می شمارد و رهنمود و نویدی برای مؤمنان است.

Say[O, Messenger!]:" Whoever is The enemy of Jibrail[is Allah's enemy]For he brings down the Revelations to Your heart by Allah's Leave, confirming What was sent before the Holy Qur'an which is a Guidance and Glad-tidings for those who believe."(2/97)

Now we should answer this question that dose god's words end when they reach prophet? Or prophet is the way of giving gods words to humans? The answer is that Qurans final destination is humans. The Quran says that we send Quran to prophet and humans:

«بِالْبَيِّنَاتِ وَالزُّبُرِ وَأَنْزَلْنَا إِلَيْكَ الذِّكْرَ لِتُبَيِّنَ لِلنَّاسِ مَا نُزِّلَ إِلَيْهِمْ وَ لَعَلَّهُمْ يَتَفَكَّرُونَ» (النحل/۱۶: ۴۴):

[همه پیامبران را] با دلایل روشن و کتاب های آسمانی [فرستادم]، و قرآن را [هم] به سوی تو نازل کردم به خاطر اینکه برای مردم آنچه را که برای [هدایتشان] به سویشان نازل شده بیان کنی و برای اینکه [در پیامبری تو و آنچه را به حق نازل شده] بیندیشند.

We sent those Messengers With Explicit Revelations and Books Of religious admonitions as We have Sent down to you this Holy Qur'an That you may explain to the people Clearly what is sent down[of the Divine Decrees]in order that they may ponder.(16/44)

The one who reads Quran most know that Quran wasn't only send to guide him but also was send for him:

« يَا أَيُّهَا النَّاسُ قَدْ جَاءَكُمْ بُرْهَانٌ مِنْ رَبِّكُمْ وَأَنْزَلْنَا إِلَيْكُمْ نُورًا مُبِينًا » (النساء/۴: ۱۷۴)؛

ای مردم، در حقیقت برای شما برهان و حجتی از پروردگارتان آمده (پیامبر و دین و معجزات او) و برای شما نوری آشکار و روشنگر (قرآن) را فرود فرستادم.

O, people! Verily, there has come To you a Decisive Proof from your Creator and Nurturer and We sent down To you a Light which is manifest.(4/174)

So Quran is Holy and is it is way of god to talk to us. Reading and listening to Quran is human's responsibility.

Speech 3: universality and eternity of the Quran

Quran is book for guiding all human kind; man or woman, in any color and any race, from the time of manifestation till judgment day:

« وَمَا أَرْسَلْنَاكَ إِلَّا كَافَّةً لِّلنَّاسِ بَشِيرًا وَنَذِيرًا وَلَكِنَّ أَكْثَرَ النَّاسِ لَا يَعْلَمُونَ » (سبأ/۳۴: ۲۸)؛

و تو را جز مؤذنه بخش و بیمدهنده برای همه مردم نفرستادیم اما بیشتر مردم نمی دانند.

[O, Messenger!]We did not send you But as a guide to all mankind in order To give glad-tidings to the believers and To warn those who have gone astray; But the majority of the people are Ignorant[so the Messenger will Encounter with problems along the way Of his Mission](34/28)

« وَأَوْحِي إِلَيَّ هَذَا الْقُرْآنَ لِأُنذِرْكُمْ بِهِ وَ مَنِ بَلَغَ » (التعام/۶: ۱۹)؛

و به من این قرآن وحی شده است تا با آن به شما و به هر کس که (این قرآن به او) برسد، هشدار دهم.

This Qur'an has been revealed to me And I am to warn you and all the people It reaches.(6/19)

« إِنَّ هُوَ إِلَّا ذِكْرٌ لِّلْعَالَمِينَ » (تکویر/۸۱: ۲۷)؛

این قرآن چیزی جز تذکری برای جهانیان نیست.

Verily, this Qur'an is a Reminder For mankind throughout the world,(81/27)

Quran talks to everyone Heretics and men of letter (Jews and Christians) and also Muslims and Quran is a book for everyone and every time.

Speech 4: Quran is a book full of guiding for the world and the hereafter happiness

Human has no goal than happiness and salvation and all they do is to reach salvation and god guides them because god is the wisest of all things and knows the way to salvation more than anyone.

﴿رَبُّنَا الَّذِي أَعْطَى كُلَّ شَيْءٍ حَلْفَهُ ثُمَّ هَدَى﴾ (طه/۲۰: ۵۰)

پروژنگار ماکسی است که به هر موجودی، آفرینش [ویژه] او را [آن گونه که سزاوارش بود] به وی عطا کرده، سپس هدایت نمود.

Mussa said: " Creator and Nurturer of us is The One Who created man and then Guided him."(20/50)

﴿فَأَقِمْ وَجْهَكَ لِلدِّينِ حَنِيفاً فِطْرَتَ اللَّهِ الَّتِي فَطَرَ النَّاسَ عَلَيْهَا لَا تَبْدِيلَ لِخَلْقِ اللَّهِ ذَلِكَ الدِّينُ الْقَيِّمُ وَ لَكِنَّ أَكْثَرَ النَّاسِ لَا يَعْلَمُونَ﴾ (زوم/۳۰: ۳۰)

پس روی خود را متوجه آیین خالص پروژنگار کن! این فطرتی است که خداوند، انسانها را بر آن آفریده؛ دگرگونی در آفرینش الهی نیست؛ این است آیین استوار؛ ولی اکثر مردم نمی‌دانند.

***[O, mankind]Set the face of your heart Towards the upright religion of The Divine Unity: Allah has originally Created the nature of man's soul with Full tendency and love for the Divine Unity; and nothing can change The original creation of Allah. This Monotheism is the True and Lasting Religion, but most people do not know This Great Truth[and ignorance always Challenges the Divine nature of man's Soul];*(30/30)**

In Quran God mentioned everything that is needed for human's salvation. If an action is necessary for salvation it is said in it and if an action is in the way of salvation is banned in it. Quran say all the truths and real things. It is explainer of ethical virtues and provider of legal issues.

﴿وَ نَزَّلْنَا عَلَيْكَ الْكِتَابَ تِبْيَانًا لِكُلِّ شَيْءٍ وَ هُدًى وَ رَحْمَةً وَ بُشْرَى لِّلْمُسْلِمِينَ﴾ (نحل/۱۶: ۸۹)

و بر تو این کتاب را فرو فرستادم که بیانگر هر چیز و رحمت و بخشایش و نوبتبخشی برای مسلمانان است.

***and We revealed this Holy Book to you Explaining everything;[related to man's Life]and it is indeed a Guide, a Grace And Glad-tidings for the Muslims;*(16/89)**

﴿إِنَّ هَذَا الْقُرْآنَ يَهْدِي لِلَّتِي هِيَ أَقْوَمُ وَ يُبَشِّرُ الْمُؤْمِنِينَ الَّذِينَ يَعْمَلُونَ الصَّالِحَاتِ أَنَّ لَهُمْ أَجْرًا كَبِيرًا﴾ (اسراء/۱۷: ۹)

بی‌گمان این قرآن به آیین استوارتر رهنمون می‌گردد و به مومنانی که کارهای شایسته انجام می‌دهند، مژده می‌دهد که پاداشی بزرگ دارند.

***Verily, this Holy Qur'an does guide man To the most Upright Religion and gives Glad-tidings to the believers who do Deeds of righteousness and that they Shall have a great reward;*(17/9)**

Quran determined a start for life and called it origin that creation was started from there and end that is called The Resurrection, and by passing a way named straight path and religion, and by passing this way they will reach their destination. All of religions teaching come in these three criteria Origin, resurrection and straight way.

Speech 5: The Qur'an and other divine books

Holy book have been send to mankind by god to guide them that offers a religion that shows doctrinal principles and ethical, legal and juridical issues. In total there are 5 holy books that came to Noah, Ibrahim, Moses, Jesus, and in the end Mohammad:

«شَرَعَ لَكُمْ مِنَ الدِّينِ مَا وَصَّى بِهِ نُوحًا وَ الَّذِي أَوْحَيْنَا إِلَيْكَ وَ مَا وَصَّيْنَا بِهِ إِبْرَاهِيمَ وَ مُوسَى وَ عِيسَى أَنْ أَقِيمُوا الدِّينَ
وَ لَا تَتَفَرَّقُوا فِيهِ» (شوری/۴۶: ۱۳)

از دین آنچه را به نوح سفارش کرده بود، برای شما تشریح کرد و آنچه را به تو وحی کردم؛ و آنچه را به ابراهیم و موسی و عیسی به آن توصیه نمودم
[این است] که: دین را برپا دارید. و در آن فرقه فرقه و گروه گروه نشوید.

Allah has Determined for you the same Religion which He enjoined on Nuh, And what We revealed to you[O, Mohammad]is that which We Enjoined on Ibrahim, Mussa and Issa; And We have emphatically enjoined that You[Messengers]should all be steadfast In establishing the Religion of Monotheism; and do not cause any Division therein, though what you invite Them to is hard on the polytheists. Allah Chooses[for prophethood]whom He Wills, and guides to His Path those who Return to Him invokingly. (42/13)

Holy religions are not against each other, but because of evolution of human being at time these religions were updated for them and completed them and at the end it came to Quran and Islam. Quran is last holy book to guides mankind and is complete and guides humankind perfectly and causes the man's salvation:

«وَ أَنْزَلْنَا إِلَيْكَ الْكِتَابَ بِالْحَقِّ مُصَدِّقًا لِمَا بَيْنَ يَدَيْهِ مِنَ الْكِتَابِ وَ مُهَيِّئًا عَلَيْهِ» (مائدة/۵: ۴۸)

و این کتاب را به راستی بر تو نازل کردم؛ تصدیق کننده و حاکم بر کتابهایی است که پیش از آن بوده‌اند.

And We have sent down to you[O, Messenger]this[Holy]Book With Truth, confirming what is before it Of the Scriptures, and it is also a Guardian over all; (5/48)

Chapter 2: need of human to Quran and its mission

Speech 1: The need of humans to Quran to reform the world and the mission of the holy Quran about it

It was said that the man has a purpose in life and it moving toward it and it is reaching salvation and perfection. The departure toward this goal is based on science and application because human has knowledge and can monitor and evaluate, measures gain and loss of an action and if it creates an advantage for him he will do it.

Human is a social creature and needs other people to fulfill his needs. In this case he will ignore some of his advantages to reach the bigger goal.

We can also see people who use their social power and use people to just fulfill their goals and are cruel to them and take advantage of them:

«كَلَّا إِنَّ الْإِنْسَانَ لِرَبِّهِ لَإِتْفَانٌ * أَنْ رَأَاهُ اسْتَعْصَمَ» (علق/۹۶: ۷)

حاشا! انسان سرکش می‌ورزد * چون خود را بی‌نیاز بیند.

But indeed man is ungrateful and makes Rebellion,

As soon as he feels free from the need[Regarding wealth and position] (96/6-7)

Now people came together in order to solve their problems and reach their goals and they put

their minds together and need a common law to get rid of these cruelty and injustice.

The only person that knows human's talents, weaknesses, strengths and the best kind of interaction and social life. And never consider his own good in creating the law, is god. God knows all these things and can give orders and law and justice to humankind:

﴿إِن الْحُكْمَ إِلَّا لِلَّهِ﴾ (یسفا/۱۲: ۴۰)

حکم تنها از آن خداست.

The Divine Command is for Allah only.(12/40)

Mentioned this law in his book:

﴿كَانَ النَّاسُ أُمَّةً وَاحِدَةً فَبَعَثَ اللَّهُ النَّبِيِّينَ مُبَشِّرِينَ وَ مُنذِرِينَ وَ أَنْزَلَ مَعَهُمُ الْكِتَابَ بِالْحَقِّ لِيَحْكُمَ بَيْنَ النَّاسِ فِي مَا اخْتَلَفُوا فِيهِ﴾ (بقره/۲: ۲۱۳)

مردم (در آغاز) اتنی یگانه بودند، (آنگاه به اختلاف پرداختند) پس خداوند پیامبران را مژده آور و بیم دهنده برانگیخت و با آنان کتاب (آسمانی) را به حق فرو فرستاد تا میان مردم در آنچه اختلاف داشتند داورى کند.

At the beginning, people were one Nation; then Allah sent Messengers As Givers of glad-tidings and Warners; And sent down[with them]the Book With the Truth to judge between men In whatever they differed.(2/213)

﴿لَقَدْ أَرْسَلْنَا رُسُلَنَا بِالْبَيِّنَاتِ وَ أَنْزَلْنَا مَعَهُمُ الْكِتَابَ وَ الْمِيزَانَ لِيَقُومَ النَّاسُ بِالْقِسْطِ﴾ (حجید/۵۷: ۲۵)

یقین فرستادگانمان را با دلیل های روشن (معجزه آسا) فرستادم، و همراه آنان کتاب (المی) و ترازو را فرو فرستادم، تا مردم به دادگری برخیزند.

Indeed We sent Our Messengers with Signs and Miracles and revealed to them Books of Religion and gave them The Criterion for establishing justice Among the people.(57/25)

Public practice of the Quran ends conflicts and establishes justice in society.

Speech 2: The Excellence of Quran

Glory to God about the creation of man, says to the angels:

﴿إِذْ قَالَ رَبُّكَ لِلْمَلَائِكَةِ إِنِّي خَالِقٌ بَشَرًا مِنْ طِينٍ * فَإِذَا سَوَّيْتُهُ وَ نَفَخْتُ فِيهِ مِنْ رُوحِي فَقَعُوا لَهُ سَاجِدِينَ﴾ (ص/۳۸)

۲۱ و ۲۲

[یادکن] هنگامی را که پروردگارت به فرشتگان گفت: همانا من بشری از گِل خواهم آفرید * هنگامی که آن را نظام بخشیدم و از روح خود در آن دمیدم، برای او به سجده افتید!

[O, Messenger!]Remind the time that Your Creator and Nurturer stated to The Angels: " I am going to create a Human being out of clay,

" After I fashioned him and breathed a Spirit from My Presence into him, then You all bow down to him."(38/71-72)

«وَ إِذْ قَالَ رَبُّكَ لِلْمَلٰٓئِكَةِ اِنِّيْ جَاعِلٌ فِى الْاَرْضِ خَلِيْفَةً» (بقره/۲: ۳۰):

(و یاد کن) هنگامی راکه پروردگارت به فرشتگان فرمود: «در حقیقت من در زمین، جانشینی [نماینده‌ای] قرار می‌دهم.

[O, Messenger]And when your Creator and Nurturer stated to the Angels:" I will appoint a Divine Governor on The earth;(2/30)

From these to verses and other verses about creation of man we understand: Human is a divine creation and corporeal nature, divine creation lead man toward spirituality and transcendence and corporeal nature leads toward physical things. And the goal s reaching the position of god's Caliph. If human live with his divine creation he will reach god's Caliph Position. And god says:

«وَ نَفْسٍ وَ مَا سَوَّاهَا * فَاَلْهَمَهَا فُجُوْرَهَا وَ تَقْوَاهَا * قَدْ اَفْلَحَ مَنْ زَكَّاهَا وَ قَدْ خَابَ مَنْ دَسَّاهَا» (شمس/۹۱: ۷، ۸، ۹، ۱۰)

سگند. به نفس و آنکه آن را مرتب ساخت! * و بدکارش و پارسایی‌اش را به او الهام کرد * که یقین کسی که آن را [پاک کرد و] رشد داد رستگار (و بیوز) شد * و آن کس که نفس خویش را با معصیت و گناه آلوده ساخت، نومید و محروم گشت.

And by the Soul and the One Who Created it and gave order and perfection To it,

And inspired to it both its wrong and its Right;

[By all these oaths]That the one who Purified it, received salvation,

But the one who polluted It with sin and corruption Became the hopeless failure;(91/7,8,9,10)

Divine creation modifies corporeal nature of mankind and following religion, the same religion that god gave to mankind by his divine book and game the guide to god's Caliph Position in it:

«فَاَقِمْ وَجْهَكَ لِلدِّیْنِ خَبِيْطًا فِطْرَتِ اللّٰهِ الَّتِيْ فَطَرَ النَّاسَ عَلَیْهَا لَا تَبْدِيْلَ لِخَلْقِ اللّٰهِ ذٰلِكَ الدِّیْنُ الْقَیْمُ وَ لٰكِنْ اَكْثَرَ النَّاسِ لَا یَعْلَمُوْنَ» (روم/۳۰: ۳۰):

پس روی خود را متوجه آیین خالص پروردگار کن! این فطرتی است که خداوند، انسانها را بر آن آفریده؛ دگرگونی در آفرینش الهی نیست؛ این است آیین استوار؛ ولی اکثر مردم نمی‌دانند.

[O, mankind]Set the face of your heart Towards the upright religion of The Divine Unity: Allah has originally Created the nature of man's soul with Full tendency and love for the Divine Unity; and nothing can change The original creation of Allah. This Monotheism is the True and Lasting Religion, but most people do not know This Great Truth[and ignorance always Challenges the Divine nature of man's Soul];(30/30)

Conclusion

Quran is god's way of talking to mankind. Quran's bright history has no distortion. Quran is a complete book and is guiding mankind; guides mankind to happiness in this life and salvation in afterlife and realization of justice in human society.

Quran leads mankind to his true position, god's Caliph.

Quran is a divine rope that one end of it is in the hand of god other end is in the hand of person who follows it.

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ECONOMICS SCIENCE

STUDY ENTREPRENEURSHIP AZAD UNIVERSITY BRANCH OF ASTANEH ASHRAFIEH

Ghorban Asgharnia,

Faculty member, Lahijan Branch, Islamic Azad University, Lahijan, Iran

Dr. Marhamat Hemmatpour,

*Assistant, Rasht Branch, Islamic Azad University, Faculty of Management, Department of
Management, Rasht, Iran*

Meghdad Farajpour Pirbasti,

*Master of Business Administration student orientation change management (M.A.), Rasht
Branch, Islamic Azad University, Faculty of Management, Department of Management,
Rasht, Iran,*

farajpormeghdad@yahoo.com

ABSTRACT

Entrepreneurship plays a critical role in the continuing process, national and even global economic growth and development plays. In any environment where people have entrepreneurial thinking and art, there will be a dynamic and diversified economy. The word entrepreneurship concepts such as innovation, risk-taking, creation or restructuring of an economic and social, personal satisfaction and independence to the mind.

This study examines the entrepreneurial characteristics of university students are Branch of Astaneh Ashrafieh.

Applied research and descriptive research methods. The population consisted of all university students are Branch of Astaneh Ashrafieh and the sample consisted of 82 students who were selected randomly. The data collected by Cronbach's alpha reliability vary from 0/85 questionnaires that were obtained.

To analyze the data, after collecting the questionnaires and determination of each individual, the software then calculates the mean and standard deviation, t single group to compare the mean score for each component of entrepreneurship by no means standard questionnaire was used .

Keywords: entrepreneurship; innovation; student entrepreneurs.

Introduction

Since the early 1980s, the importance of entrepreneurship and the development of independent entrepreneurs that ever appeared on the market, companies have had to compete for survival and innovation and entrepreneurial activity within the company began. In other words, the beginning of the 1980s and sudden changes in the global market of entrepreneurial thinking and processes in large companies and organizations, Over the past was stressed and managers to focus their attention on how to develop entrepreneurship in its administrative structure now shifted.

Since the early 1990s in most advanced countries, organizations with a focus on entrepreneurship to the creativity, innovation, structural flexibility, increased competition and went on to be able to effectively promote entrepreneurship in the community help(Baghersad, et

al, 2013).

Entrepreneurship, innovation and venture business as a motor fuel is considered a modern economy. Entrepreneurs, have an important role in the progress of societies. They were at the helm of businesses, in search of opportunities and creativity are seen as a tool for success. Entrepreneurs, change is a common phenomenon, they are always in search of it, react to it and use it as an opportunity. At the present time one of the most entrepreneurial knowledge, scientific research and economic fields has become. Nowadays, with their constantly changing needs of the varying skills and knowledge learned in one day, which also requires the knowledge of the area in solving the problems reserved beyond expertise more successful more he has a competitive advantage over others (Ping Jr, 2004).

Entrepreneurship in addition to increasing the level of employment can lead to increased innovation, increased number of patents and innovation and to improve the distribution of income that all these elements of influence to achieve economic development and the realization of new opportunities is employment. Entrepreneurship as a key factor for economic growth and development in the modern era known as the center of international competitiveness, entrepreneurial companies are the competitive edge they focus on organizational flexibility and ongoing change strategy in processes, products and finishes (Farnia, et al, 2013).

Entrepreneurship is the process of innovation and taking advantage of opportunities, with effort and persistence and compliance risks associated with financial, social, psychological and motivated financial gain, achievement, personal satisfaction and independence should be done.

Entrepreneurship is about identifying and exploiting the opportunity to develop their thoughts small firms profit entrepreneurial process, through a combination of new, unique and valuable resource, along with an environment of ambiguity and uncertainty. Entrepreneurship means to start or grow a young company with innovative management and is risky. Piterdraker sees entrepreneurship as a process in which small businesses and new entrepreneurs with capital, will start. Entrepreneurship is a process which, regardless of the resources opportunities are pursued by individuals (Morfitt, 2000).

According to experts, the realization of the entrepreneurship process is done by people who have an intense desire for success and hard work, determination, creativity, risk-taking, including the features and advantages of these compared to other people in the society. In the past, researchers believed that these characteristics are inherited. A person is born with and can not be grown entrepreneurs, but research shows that entrepreneurs, like other professionals through educational programs and special education system based on behavioral and experimental study, grows. Students, in turn, requires a full awareness of entrepreneurship and business education techniques and develop the desired properties will be able to rest and become uniform (Gholampoor and Kelich, 2012).

Stevenson and colleagues believe that entrepreneurship is the process by which opportunities by individuals for themselves or for organizations for which they work, regardless of the resources that they wanted to be in control.

Entrepreneurs who are in charge of business ventures, in search of opportunities and creativity are often seen as a tool for success. Entrepreneurs to change element as a normal phenomenon. They are always in search of change and react to it and exploit it as an opportunity.

According to experts, the realization of the entrepreneurship process is done by people who have an intense desire for success and hard work, determination, creativity, risk-taking, including the features and advantages of these compared to other people in the society. In the past, researchers believed that these characteristics are inherited. A person is born with and can not be grown entrepreneurs, but research shows that entrepreneurs, like other professionals through educational programs and special education system based on behavioral and experimental study, nurture (Keat, OY Selvarajah, C . and Meyer, 2011).

Entrepreneurship in general and organizational aspects as a basic solution, organizations are facing, because entrepreneurship as a new phenomenon and many countries have an important role in community development in developed and developing serious attention to the.

Entrepreneurs spend not only to create new jobs but with structure, thinking, mobility and culture, the creative destruction of the ruins of the old resort, building prosperity and progress upholding high.

Bashar et al (2011) study was carried out under the analysis of entrepreneurial development strategies to the conclusion that economic factors such as credit facilities, low-interest loans, personal members, the education, training and the promotion of entrepreneurial skills, confidence in addition to bad experiences in childhood personality factors that contribute to the development of entrepreneurship.

Lashegrara and colleagues (2011) in a study as factors affecting the efficiency of entrepreneurship concluded that the majority of respondents believe that training and policy factors affecting business performance.

Alfyta Sari (2010) in the study as factors affecting entrepreneurial activity came to the conclusion that entrepreneurial activity is a significant difference between those who have and those who have not received a bonus there is a significant difference in carrying out entrepreneurial activities in terms of gender, age, marital status, education level there.

Clark (2011) discusses the advantages and disadvantages of entrepreneur entrepreneur characteristics include benefits such entrepreneurship is mentioned:

Excitement: the entrepreneur to plan, develop and materialize your idea of excitement up, because all things are risky and should be calculated.

Potential rights of employees often feel they received salaries and bonuses, according to the work they do, not the entrepreneurs, business law tailored to their efforts.

Flexible: control of the program of work and their commitment is admirable. Even in times of unemployment and leave them with their families spend on their schedule control.

Independence: People who are not accountable when saline, are interested can become successful entrepreneurs, because even under pressure can decide.

Clark then explained the disadvantages of entrepreneurship:

Lack of regular law (legal) start a new business in the early months of regular salary are not possible.

Agenda: entrepreneurs, long-term work with confidence, their timing. In contrast, regular employees and often very worried about the situation of law and entrepreneurs do not like the need to ensure that everything will be better.

Management: as entrepreneurs, owners are important decisions to be taken by them. Responsibility and accountability, is heavy because any decision can change the future of the business, thus avoiding damaging errors, it is necessary to (Baghersad, et al, 2013).

Some people who do not believe in their own talents Gvyya, always trying to find a better way of doing things, creating new things and change with freedom and responsibility, and would have failed if the organization and the freedom they do not even possible is to leave the organization, whereas in the present competitive world, organizations need to change and the way managers take advantage of people's creativity and innovation and provide the enabling environment for entrepreneurial activity (Postigo and Tamborini, 2007).

Given the above, the need to review the entrepreneurial city high school girls Avicenna Ashrafieh determined threshold.

Methodology

Population growth in developing countries, reducing the resources available in these countries and the development of social and economic needs of the institutions and the authorities in these countries due attention to the needs and alternative thinking is fundamental or cross over them.

According to analyzes conducted on the basis of the available statistics, one of the most important problems facing developing countries and even industrialized countries, the problem of unemployment, to address unemployment, creating and reinforcing strategies for job creation and moving direction of community development, the need for people entrepreneurial, creative, efficient and has multiplied.

This study examines the entrepreneurial characteristics of university students are Branch of

Astaneh Ashrafieh.

Applied research and descriptive research methods. The population consisted of all university students are Branch of Astaneh Ashrafieh and the sample consisted of 82 students who were selected randomly.

To collect the data needed about the entrepreneurial characteristics of the three instruments were used:

1.comprehensive questionnaire entrepreneurship 2. ambiguity tolerance questionnaire 3. Inventory control center.

Comprehensive questionnaire questionnaire international entrepreneurship Entrepreneurship Development Institute of India have been designed and validity of the questionnaire has been approved by the institute.

The questionnaire contains 54 questions that important characteristics of entrepreneurship five feature tends to independence, the desire to succeed, creativity, risk-taking and determination are evaluated.

To test the validity of the measurement tool which is used Cronbach's alpha reliability coefficient was estimated 0/72.

Inventory Control: This questionnaire has ten questions designed to determine the control center with seven-point Likert scale is. Reliability vary from 0/85 respectively.

Ambiguity Tolerance Questionnaire: a questionnaire with 16 multiple-choice questions is tolerance of ambiguity. 0/86 reliability was calculated.

That after the removal of the 60 questionnaires defaced questionnaire was accepted as statistical sample.

To analyze the data, after collecting the questionnaires and determination of each individual, SPSS software to calculate the mean and standard deviation, t single group to compare the mean score for each component of entrepreneurship with the theoretical mean standard questionnaire was used.

Analyze

- The results of comparison of the characteristics of entrepreneurial students

Table of average entrepreneurial characteristics of students with standard values using sample t-test

<i>P</i>	<i>T</i>	<i>Mean (SD) Subjects</i>	<i>Average score Standard</i>	<i>Property</i>
0/0001	12/58	9/5±2/ 87	9	Desire to succeed
0/0001	17/21	4/38±1/ 35	4	Independence Mill
0/0001	12/83	9/13±2/ 25	8	Creativity desire
0/0001	13/11	9/22±2/ 13	8	Willingly risk-taking
0/0001	4/56	8/24±1/ 95	8	Determination
0/0001	21/92	25/47±1/ 25	24	Tolerance of ambiguity
0/0001	8/25	41/64±3/ 82	40	Control center

Results showed that all characteristics desire for success, independence, creativity, risk-taking, determination, tolerance of ambiguity, the control center has been higher than average standard.

Discussion and conclusion

This study examines the various characteristics of entrepreneurship Azad University Branch of Astaneh Ashrafieh threshold. The results showed that the average quality of the desire to succeed, the desire for independence, creativity, risk-taking, characteristic determination, tolerance of ambiguity students is higher t Higher than the average characteristics of entrepreneurship in general, university students represent a potential readiness to become entrepreneurs is Branch of Astaneh Ashrafieh. However, it is important that entrepreneurship training programs to strengthen all components are taken into consideration.

Development organizations and institutions depends on the improvement of knowledge, skills, behavior and insight of human resources. Accordingly, most organizations have held training courses for its employees and the implementation of each course involves heavy investment, so the level of effectiveness and efficiency of their training is very important for managers and evaluation of The most important is to do proper planning stages of very useful data about how the planning and implementation of training programs provides a useful basis for assessing educational performance loses.han in a standard questionnaire for these features have been identified. The most important ways to the development of entrepreneurship among students and promotion of entrepreneurial characteristics and behaviors they promote, educate, support and recognition of talented entrepreneurship.

Training programs to foster entrepreneurial spirit among women entrepreneurs should provide challenging goals for their responsibility and their effort to reach the targets. Therefore, we must act to change teaching methods and evaluation methods and practical activities and Kaafrynanh according to the type of activity and should be more value.

Therefore it is recommended to students theoretical knowledge, business skills, entrepreneurship and creativity can also be added to enable them to cope with unforeseen situations in the labor market, respond effectively, and share more of these changes awarded and society as well as installation and support entrepreneurial core of skilled teachers in the development of entrepreneurial characteristics can be very important.

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INVESTIGATING THE RELATIONSHIPS BETWEEN FACTORS AFFECTING ON CUSTOMERS' DELIGHT IN AGRICULTURAL BANK BRANCHES OF YAZD PROVINCE

Mohammad Mehdi Raoufi fard,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran

Shahnaz Nayebzadeh,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran,

Snayebzadeh@iauyazd.ac.ir

Mozhdeh Rabbani,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran

ABSTRACT

Today's the role of the customer from following the manufacturer become into the guidance of investors and even researchers. So many of the concepts and theories based on "customers" were written. The customer orientation has been identified as a cornerstone of modern marketing management theories. Customer-oriented organizations make their programs based on the expectations and preferences of customers and seek to satisfy the needs and aspirations of today's customers. This study seeks to examine the factors affecting customers delight. This study attempts to identify dimensions of the customer satisfaction and delight and the factors affecting it. Which uses variables surprising consumption, positive disconfirmation, perceived value, accessibility and trust as independent variables, arousal, positive affect, ease of use, usefulness, satisfaction and delight as the dependent variable to shape the research model. This study used correlation and a method of data collection is, the field. To assess the assumptions and getting the goals of the research, the Keshavarzi Bank city of Yazd clients have been considered as members of the Statistical Society. A questionnaire was used to collect the information, the sample size was determined using Cochran formula, Simple random sampling was used and 295 valid samples were collected then data using structural equation modeling were analyzed and all hypotheses were tested. The results have shown that there is a significant relationship between surprise in consumption and the positive disapproval with arousal. Arousal and customer satisfaction had a significant influence on the delight of customer. Also, the findings indicate that the relationship between perceived value and the ease of use were approved by the customer's satisfaction. Also, the access to ease of use would be effective.

Keywords: Surprise in consumption; customer delight; customer satisfaction; arousal; productivity; positive affect.

1. Introduction

The world is changing with a staggering speed. Organizations must adapt themselves with transformations to survive in this sphere. Therefore, organizations need to improve their performance so that they can achieve excellence (Foroozandeh, 2007:75)

In fact, in today's world that the possibility of mass production of goods and services has increased supply relative to demand, customer satisfaction is the only remained option for manufacturers, and it is not possible to define market areas and supply with the past restricted instruments. Experience has shown that organizations that had and still have a traditional viewpoint to concepts of customer, product, market, sell, buy, competition, advertisement, and quality, beside lack of success, they have lost their capital. With the emergence of a competitive economy, concepts such as customer orientation and customer satisfaction is considered as the foundation of a business and if organization do not pay attention to that, it will be removed from the marketplace (Turbine, 1995:17).

The value and importance of the customer at a systemic look and in form of a "value system" will be investigated in two topics: one is the client's value for the seller and the other is the value from the customer perspective (Mohammadi, 2005).

Today, customer satisfaction has been identified as a cornerstone of modern marketing management theories. And customer-oriented organizations create their programs in accordance with expectations and preferences of their customers and seek to satisfy the needs and aspirations of today's customers (Brady & Cronin, 2001:39). As a result, this is one of the very important issues in

the comprehensive development of organizations and managers should also pay more attention to this issue when policymaking (Jamal Naser, 2002:41). Although, it should be noted that paying attention to customers is possible only through considering to their basic needs and provide satisfactory and timely services to them (Sad, Ramper, 2001:56). Without paying attention to the basic needs of customers, their time and protests, how can we expect them to remain loyal (1996:32 Hallowell)?

Today, companies must pay the most careful attention to the needs, comments and objections of the customers in relation to their services in order to keep their customers, and they should know that the customer's voice is the voice that policies should be formed based on that. Meanwhile, cases such as respect to customers, appropriate interaction with customers, customer poll, having a mutual proper relation with customers, reviewing the problems of customers and addressing to their complaints on time, awareness of customers' satisfaction, enhancing the quality and the speed of providing services, matching the company's policies with customers' needs, checking the accuracy of services provided to customers and etc. can be a great help in keeping the customers. And this would not be possible unless they agree that paying attention to customers is the key to their survival (Beerli, 2004:264). The importance of the word customer and customer satisfaction in service organizations, especially banks, will be doubled because of the total dependence on customers for survival. Offering various products by banks (banking services), in order to retain existing customers and attract new customers and ultimately, gaining a greater share from the banking competing market, reflects this importance. So, awareness of the customers' mental image about the organization is one of the most important priorities in all organizations, especially banks, in order to identify strengths and weaknesses and upgrading the performance (Hasani, 2008:12). Due to the importance of this subject, this study seeks to answer the following questions:

What are the factors that influence the delight of customers in agricultural bank of Yazd province?

2. Theoretical foundations and research hypotheses

Today, with competitive markets and environment's continuous changes, organizations have realized this fact that they are not facing with an expanding economic system and growing markets like before; thus, each customer has its own special value and they must fight to acquire a greater share of markets.

In the present period, making committed customers has found a special place and customer growth and having effective communications with them, makes the customer to be a colleague inside and a protector and advocate outside the organization. Thus, only those customers who found a sense of belonging and have profitability and a long lifetime are considered as a capital for organizations (Tsoukatos & Rand; 2006:509). In the new age of marketing, the aim is to establish long-term and mutual relationships with stakeholders and most importantly with customers in a way to retain more customers and therefore, to acquire long-term benefits which as a result, can increase the market share and profitability of companies (Osman et al; 2009:247). Research results of Reichheld and Sasser (1990) showed that 5% reduction in the number of customers, caused the loss of 85% profit, and also a 5% increase in maintaining existing customers, increased 25% to 125% of the profit.

2-1. Be surprised

Refers to a sense that says how much the actual performance of the product / service is different from the expected amount (Oliver, 1997:38).

2-2. Arousal

Emotional phenomena are considered as one of the important elements of human activities, and emotions play a very large role in shaping the behavioral responses of individuals (Floyd, 1997, 84).

Excitements are mental states that are caused by cognitive assessments of events or own thoughts of the person and;

Are along with physiological processes (related to the science of the duties of members)

Often expressed in physical form (for example: gestures, body status, facial expressions)

It may lead to activities which are in accordance with the person's emotional experience (Bagozzi & et al, 1999, 184).

Customer excitements are emotional reactions that are specifically inferred during the experience of using a product, and these excitements are described by distinctive levels of experiences or emotional phrases such as pleasure, anger, fear or by structural dimensions of emotional levels like joy – dissatisfaction, relaxation – activity or peace – excitement (Ladhari, 2007, 1086).

Customer excitements might be different from other emotions that people experience: first, consumer excitements have lower intensity than other excitements, and second, consumer excitements are distinct from other excitements based on features (Han & Back, 2007, 7).

The model of pleasure – arousal

Psychological literature suggests two main approaches to identify excitements:

The first approach considers all the emotions as a source of the relatively small number of fundamental excitements. For example, Izard, 1997, offers ten distinct major excitements that includes interest, pleasure, anger, humiliation, hate, shame, sadness, guilt, fear and is amazement. Also, other researchers offered alternative classifications which are similar to this one. The second approach notes that emotional states exist in bipolar levels. This model of affection is known by "PAD" abbreviation which expresses three constituent dimensions of excitements and stands for three words of pleasure, arousal and domination. These bipolar categories are including pleasure – dissatisfaction, arousal – lack of arousal and domination- commitment (Ladhari, 2007, 1087). So, the first hypothesis for this study is as follows:

Hypothesis 1: be surprised in consumption has a significant impact on customers' arousal.

2-3. The positive disapproval

This concept includes this meaning that customers (consumers) have some expectations (demands) from the product or the traded services and after using that product or service, they will compare the performance with their previous expectations based on their perception (which may not necessarily be according to the actual performance). If there is a difference between expectations and perceived performance, then a kind of disapproval or mismatch will occur. This mismatch, can be positive (expectations < performance), negative (expectations > performance) and zero (expectations = performance). Positive mismatch leads to satisfaction, negative mismatch to dissatisfaction and zero-mismatch leads to a simple confirmation (neutral state) (Pfaff: 2001:36). The second hypothesis is suggested as follows:

Hypothesis 2: the positive disapproval has a significant impact on the customer arousal.

2-4. Positive affect

It was mentioned that entering the concept of emotions into the process of customer satisfaction is one of the conceptual attitudes to the issue of customer satisfaction. Numerous debates and researches were done on this subject, and consequently it is considered as a paradigm. "Westbrook" in 1987 and "Oliver" in 1993 showed that the customer not only evaluates based on rational calculations but also with regard to mental needs, aspirations and experiences of learning effects, goods and services. This means that regardless of the actual distance between expectations and performance, for emotional reasons, consumer may be satisfied or dissatisfied (Pfaff: 2001:36). In other words, "the customer's well or unwell feelings" as well as emotions like being surprised (happiness caused by a pleasant phenomenon that the customer was not expecting it) can be effective on satisfaction and dissatisfaction. So, the third hypothesis can be expressed as follows:

Hypothesis 3: positive disapproval has a significant impact on customers' positive affect.

2-5. Customer delight

When the received service is higher than the customer's expectation, customer delight occurs (Oliver, 1981:38). Satisfaction is the consumer's assessment and emotional response to the overall experience of using a product or service which encourages the act of purchasing (Oliver,

1992:237). In fact, as this definition implies, dissatisfaction is the same assessment and emotional response that strengthens the consumer to cancel the purchase. In other words, the satisfaction of customers includes: a person's pleasant or unpleasant feelings which are caused by comparing the mental performance with his expectations (Cutler, 2005, 78). Also, customer satisfaction plays an important role in designing the marketing programs (Oliver, 1992:237) and companies will consider that as the main instrument to predict and control the customer defection (loss of customers) (Anton, 2005:135).

The category of satisfaction has been investigated in customer defection studies (Mittal and Lasar, 1998, Kioni and Parsorman, 2001, Warki and Koltag, 2001, Grace and Aukas, 2003) and in studying the intention to customer defection (Jones et al., 2000 and 2003, Kim et al., 2006, Anton and et al. 2007, Shin & Kim, 2008). To the extent that defection have raised as a function of the customer satisfaction (Auh. S & Johnson, 2005:35). Right & Zahrik (1993), in their studies, express that increasing or decreasing the customers' retention rate comes from their satisfaction. In other words, customer dissatisfaction with the received service increases the likelihood of customer defection (Kim and Yoon, 2004). Fresnel (1992) also confirms this issue and tries to make a connection between the qualities of services and customer retention. Generally, improving corporate image, reduction of customer defection, more attention to customer needs, reducing the marketing expenses, etc. can be noted as the results of customer satisfaction (Muffatto, 1995:195). The assumptions are as follows:

Hypothesis 4: Arousal has a significant impact on customer delight.

Hypothesis 5: positive affect has a significant impact on customer delight.

2-6. Customer satisfaction

Today, customer satisfaction is known as the basis of success in the current extremely competitive environment of business. Accordingly, the importance of customer satisfaction and customer retention in development of market-oriented and customer-oriented strategies cannot be ignored in any way (Kohli & Jaworski, 1990:8). Customer satisfaction is one of the most important issues and the main target of developed and successful organizations, because they know achieving to profit and progress depends on this satisfaction. Philip Kotler defines customer satisfaction as: the person's pleasant or unpleasant feelings which are caused by comparing the mental performance with his expectations. Customer satisfaction is the feeling or attitude of a customer toward a product or service, after using it. Customer satisfaction is the main result of the marketer's activity, which acts as a communication factor between the various stages of consumer buying behavior (Jamal and Naser, 2002, 32), because after improving the quality of goods and services, customer satisfaction has become one of the most important goals in organizations (Bitner & Hubbert, 1994:72).

Although, satisfaction and service quality have similarities, but, generally, satisfaction has a wider concept than quality, as quality is concentrated on dimensions of the services. From this perspective, the quality is taken into account as a part of satisfaction. Quality of services represents the customer's perception about the dimensions of services, while satisfaction is more comprehensive and consists of service quality, product quality, price, situational and personal factors.

Hypothesis 6: satisfaction has a significant impact on customers delight.

Hypothesis 7: the positive disapproval has a significant impact on customer satisfaction.

2-7. Perceived value

"Perceived value" is a neglected concept in strategic considerations of service providers. According to the potential importance of perceived value in health care management, having a better understanding about this concept and its relation with service quality is essential (Choi, 2004:921). Although many studies have been conducted about perceived value, but there is no unite definition for this concept in marketing literature (Wang, 2004:325). Perceived value is defined

as the customer evaluation about the price that he or she is willing to pay for it, to gain a specific product or service and take advantage from that product or service (Kim, 2008:1155). Perceived value is defined by Zeithamal: “customer’s overall assessment of the amount of desirability of a product or service based on his perception about received benefits against paid expenses”. The origin of the concept of services value comes from the justice theory which considers the ratio of outputs / customer data about the outputs (products) / service provider data. The concept of justice refers to this subject that customer will evaluate the fairness, correctness and desirability of the obtained results from service consumption against costs paid. (Yang, 2004:799).

In previous studies, the positive effect of service quality on perceived value has been confirmed. According to Heskett, the value perceived by the customer, will be affected by the quality of service delivery process and its outcomes (Kim, 2008:1155).

Hypothesis 8: perceived value has a significant impact on customer satisfaction.

2-8. Ease

Ease, refers to a degree that learning how to use and work with a particular system requires little effort (Stamoulis, 2002: 41). The Perceived Ease of Use (PEOU) “is a degree of individuals’ beliefs which suggests that using a particular system does not require physical and mental effort” (Chow 1996) and as can be seen in the model, it has an impact on perceived usefulness (pu) and attitude towards the use of an IT system. Davis et al (1989) believe that the perceived ease of use (PEOU), directly or indirectly affects the perceived usefulness (pu) and the attitude of user against using.

Hypothesis 9: the ease of use has a significant impact on customer satisfaction.

2-9. Usefulness

The concept of customer expected value is a strategic weapon in attracting and keeping the customers, and is one of the most effective and most recognizable success factors in manufacturing businesses and service providers (Zeithamal, 1988). Deliver superior value to the customer is the permanent concern of companies in creating and sustaining competitive advantage based on the results of the customer relationship management. As many researchers have suggested, if companies want to improve their performance of “customer relationship management” they should set their activities based on the idea of creating and delivering superior value to the customer (Jensen, 2001, 299). In fact, customer relationship management insists on the centrality of creation and providing value. The purpose of managing customer relationship is to create and deliver value to customers (2004:227, Francis Buttle). Actually usefulness refers to the level of a person’s perception about improving job performance in the organization by using a specific technology (Davis, Warshaw, 1989:311).

Hypothesis 10: usefulness has a significant impact on customer satisfaction.

2-10. Accessibility

Accessing to information resources on the Internet may be limited in various ways (including the source language, need to be registered, need to prove qualification or membership in a particular organization) (Khademian, 2003). The way of providing information on the web pages is very important. The type of organizing information, definition of hypertext links, the possibility of using searching and browsing, the amount of user interaction and being user-oriented, speed of loading information, an understandable and structured presentation and in other words, organizing in providing information, facilitates the accessibility and makes them free from confusion (Zamani, 2006:14). Be sensitive to words such as “links, “ “additional sites, “ “related links, “ etc. Check the links. Providing blind, inactive or irrelevant references will reduce the validity of provided information (Barker, 2004). This part of work depends on the technological facilities and skills in designing these systems, and paying attention to that is very important in web pages evaluation.

Hypothesis 11: accessibility has a significant impact on the customer ease of use.

2-11. Trust

Trust is required in services marketing to maintain relationships among customers and service providers, because customers often have to make purchasing decision before the actual experience of the service. Holmes & Rempel do believe that “if two sides be sensitive about the ways that confirm the specific needs of a person and stipulate their sense of values, trust will be strengthened” (Tax et al, 1998, 60).

There are many studies about the positive consequences of trust in customer relations. Also, studies have shown that trust is one of the most important predictors of commitment which is an important element in long-term relationships (Bunker & Ball, 2005, 507).

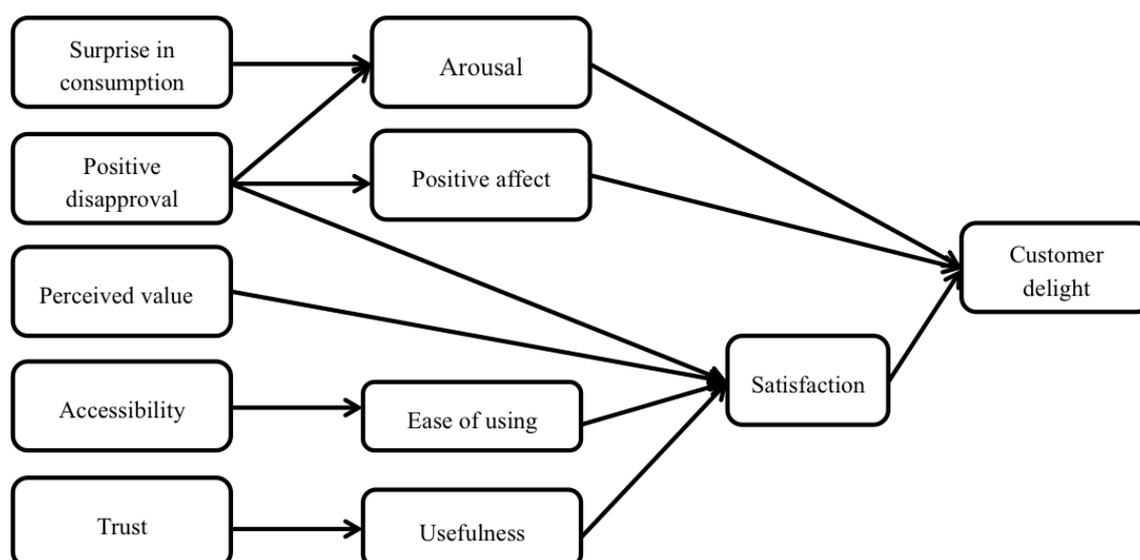
Rotter says that trust is “a belief in the reliability of promise or the word of one of the parties and that one side will carry out their commitments in a transactional relationship (Yousafzai, Pallister & Foxall.2003:847).

The definition of Moorman and others, as Doney & Cannon reflects two trust components: credibility and benevolence (Cater & Zabcar, 2009, 785). In general it can be said that trust is an important factor in the development of marketing relationships and is created when “one of the sides believe in the reliability and accuracy of the person in other side” (Bove & Johnson, 2006, 79). With further influence of Internet and innovation of new processes in customer service through electronic media, customers increasingly trust to the sellers and online service providers, even for basic tasks and services (Sahadev and Purani, 2008). In both online and off-line environments, marketers are facing with challenges to identify the factors that cause customer satisfaction and helps in understanding the relationship between satisfaction and outcomes such as retention and word of mouth advertising (Bansal et.al.2004). The following hypothesis can be considered as follows:

Hypothesis 12: Trust has a significant impact on usefulness of customers.

The present study, according to all of the conducted researches, tries to investigate a comprehensive model comprised of effective factors on customer delight and the relationships between them.

4. The conceptual model of research



Resource: (Sandra et al., 2014; Francisco Lie et al., 2013)

5. The method of research

The present research, in terms of purpose, given that the results can increase customer satisfaction and loyalty in the agricultural bank, is a functional research and this research, in terms of the method of collecting required data is a correlation research and also a type of survey

research. All the customers of Yazd agricultural bank are the statistical population of this research. In this study, the method of simple random sampling is used which 295 valid samples were collected among 300 distributed questionnaires. The questionnaire used in this study is a standard questionnaire that is used in several studies; therefore has the required validity. To ensure the validity of used instruments, the opinion of specialists, experts and professors fluent in the research topic and questionnaire were used and all of them have confirmed the validity of the questionnaire. To estimate the reliability, the test- retest (Cronbach's alpha) is used. The questionnaire was estimated based on the method of Cronbach's alpha coefficient which the amount is above 0.7 and is within acceptable limits.

Table 1.

The Cronbach alpha of variables

<i>Variable</i>	<i>No. of questions in the questionnaire</i>	<i>The number of questions</i>	<i>Cronbach alpha</i>	<i>Recourses</i>
Surprise in consumption (SC)	1-2	2	0.832	Sandra et al (2014)
Customer delight (CD)	3-4	2	0.715	
Arousal (Aro)	5-8	4	0.853	
Positive disapproval (PD)	9-10	2	0.832	
Positive affect (PA)	11-12	2	0.747	
Satisfaction (Sat)	13-15	3	0.870	
Trust (Tru)	16-20	5	0.857	Sandra et al (2014) Francisco (2013)
Perceived value (PV)	21-23	3	0.871	Sandra et al (2014)
Ease of use (Eu)	24-25	2	0.829	Francisco (2013)
Accessibility (Acc)	26-28	3	0.790	
Usefulness (Use)	29-30	2	0.753	
Total questionnaire	-	30	0.938	

4-2. Descriptive statistics

From the total of 295 subjects who answered the questionnaire, 160 subjects were male and 135 subjects were female which shows that about 54% of them are male, 46% are female and 60% are employed and 40% are unemployed. Also, about 50% of people are between 30 and 40 years old, while 36% of them use electronic services of the agricultural bank, 34% of them use facilities, 25% use deposit and 5% use foreign exchange services.

Table 2.

The characteristics of demographic population

<i>Variable</i>	<i>Group</i>	<i>Percent</i>	<i>Variable</i>	<i>Group</i>	<i>Percent</i>	<i>Variable</i>	<i>Group</i>	<i>Percent</i>
Gender	Man	54.2	The experience of using agricultural bank services	Under 5 years old	55.9	Age	20 – 30 years	40.3
	Woman	45.8		Between 10-5 years old	24.4			
Occupation status	Employed	60.3		Between 15-10 years old	14.9		30 – 40 years	49.8
	Unemployed	39.7		Above 15 years	4.7			

Education level	Diploma and under diploma	25.1	Use of services	Facilities	34.2	Age	40 – 50 years	6.1
	Associate	29.8		Electronics	35.6			
	Bachelor (BS)	34.9		Deposits	25.1		Over 50 years	3.7
	M.Sc. and higher	10.2		Foreign Currency	5.1			

6. The method of data analysis

In this study, the research's demographic data was described by using descriptive statistics, frequency tables, pie charts and bar charts. And according to the measurement scale mediocrity, one sample t-test was used to examine the variables, and data were analyzed using the software spss18; confirmation of relationships between variables and factors was performed through confirmative factor analysis and structural equation modeling technique with using the software LISREL 8. 72.

6-1. Inferential statistics

6-1-1. Comparison of research variables with measurement scale mediocrity

The one sample t-test, for comparing the observed mean of research variables with the theoretical average of measurement scale has shown that according to the significance level of less than 0.05, the mean of all of variables is significantly different from the theoretical mean, and according to the estimated averages of variables, it can be concluded that the average of the following variables, surprise in consumption, customer delight, arousal, positive disapproval, positive impact, satisfaction, trust, perceived value, ease of use, accessibility and usefulness are greater than 3, so they are significantly higher than the average.

Table 3.

The one sample t-test for research variables

Variable	Comparison of the mean observed with the fixed amount of 3				
	Average	t-statistics	Degree of freedom	Significance level	Mean difference
Surprise in consumption (SC)	3.9966	25.595	294	0.000	0.99661
Customer delight (CD)	3.5356	12.031	294	0.000	0.53559
Arousal (Aro)	3.6636	16.454	294	0.000	0.66356
Positive disapproval (PD)	3.8695	19.484	294	0.000	0.86949
Positive affect (PA)	3.8220	20.728	294	0.000	0.82203
Satisfaction (Sat)	4.0079	25.591	294	0.000	1.00791
Trust (Tru)	3.5919	13.251	294	0.000	0.59186
Perceived value (PV)	3.9062	23.311	294	0.000	0.90621
Ease of use (Eu)	3.7729	16.309	294	0.000	0.77288
Accessibility (Acc)	3.8113	17.485	294	0.000	0.81130
Usefulness (Use)	3.6542	13.789	294	0.000	0.65424

6-1-1. The main model

Before entering to the stage of hypotheses test, at first, it is necessary to ensure the accuracy of the measurement model. In this research, confirmatory factor analysis was conducted by using path analysis for the significance test of factors. This analysis is conducted by structural equation modeling and using statistical software LISREL.

Investigation of measurement models along with t-statistic, standard coefficient and error value

The number of measurement equations is presented in accordance with the number of

observed variables. Each equation includes the path coefficient between the observed variable and the latent variable, measurement error of observed variable along with its significance test based on t characteristic and also the value of R² which means the determination coefficient or proportion of explained variance to the latent variable.

Table 4.

Investigating the coefficients and t-values for research variables

-	<i>Items</i>	<i>Standard coefficient</i>	<i>T-statistics</i>	<i>Determination coefficient</i>	<i>Error</i>
Surprise in consumption (SC)	Q1	0.82	14.79	0.67	0.059
	Q2	0.87	15.96	0.76	0.055
Customer delight (CD)	Q3	0.62	-	0.39	-
	Q4	0.71	7.79	0.51	0.095
Arousal (Aro)	Q5	0.70	-	0.49	-
	Q6	0.67	12.43	0.45	0.053
	Q7	0.73	9.17	0.54	0.078
	Q8	0.75	9.35	0.56	0.085
Positive disapproval (PD)	Q9	0.80	14.88	0.64	0.050
	Q10	0.85	16.14	0.73	0.046
Positive affect (PA)	Q11	0.75	-	0.56	-
	Q12	0.54	6.80	0.30	0.058
Satisfaction (Sat)	Q13	0.79	-	0.63	-
	Q14	0.88	16.47	0.77	0.043
	Q15	0.78	14.63	61/0	0.047
Trust (Tru)	Q16	0.59	10.33	0.35	0.060
	Q17	0.57	10.00	0.33	0.057
	Q18	0.55	9.50	0.30	0.054
	Q19	0.66	11.98	0.44	0.056
	Q20	0.65	11.83	0.43	0.056
Perceived value (PV)	Q21	0.82	16.62	0.67	0.042
	Q22	0.87	18.25	0.75	0.038
	Q23	0.82	16.73	0.67	0.040
Ease of use (Eu)	Q24	0.77	-	0.59	-
	Q25	0.92	15.61	0.85	0.054
Accessibility (Acc)	Q26	0.64	11.82	0.42	0.059
	Q27	0.67	12.51	0.45	0.049
	Q28	0.73	13.88	0.53	0.044
Usefulness (Use)	Q29	0.76	-	0.58	-
	Q30	0.79	13.13	0.62	0.063

In the methodology of the structural equation modeling, initially, it is necessary to study the validity of the structure to see if the elected items have the required accuracy for measuring the desired variables. In this way, the path coefficient of each item with their variables, should have t-values higher than 1.96. In this case, this item has the required accuracy to measure that structure or latent variable; thus, if the absolute value of t-statistic be greater than 1.96, then it is significant

at 95% and if the value of t-statistic is more than 2.58, the path coefficient is significant at 99%. According to the results of the measurement models, the value of t-statistic in all items is greater than 1.96 and the determination coefficient of them was also suitable. So none of the items will be removed from the model and we continue working with all of the items (questions) and the model will be tested. However, based on the standard coefficients (Load factor), the indicator which has the biggest load factor will take a greater share in the measurement of related variable and indicators with smaller coefficients, will have a smaller share in measuring the related structure.

Figure 2 shows the model in significant numbers (t-value). Also, the numbers on each path indicate the t-value for each path. If this amount is not significant, it will appear in red in the output of the software. In this analysis, the amount of t-statistic is greater than 1.96 for 9 paths and as a result, is significant, and is not significant for the path of positive affect to customer delight and two paths of positive disapproval and usefulness to customer satisfaction.

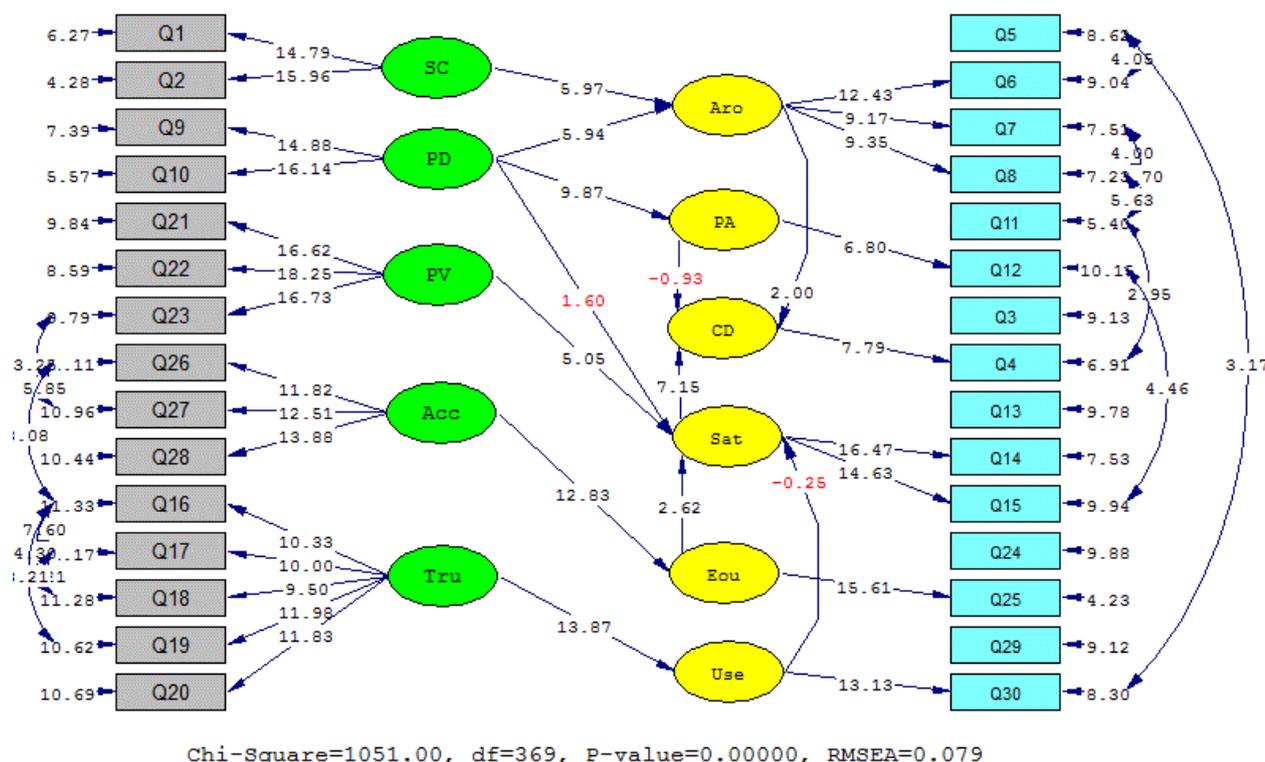


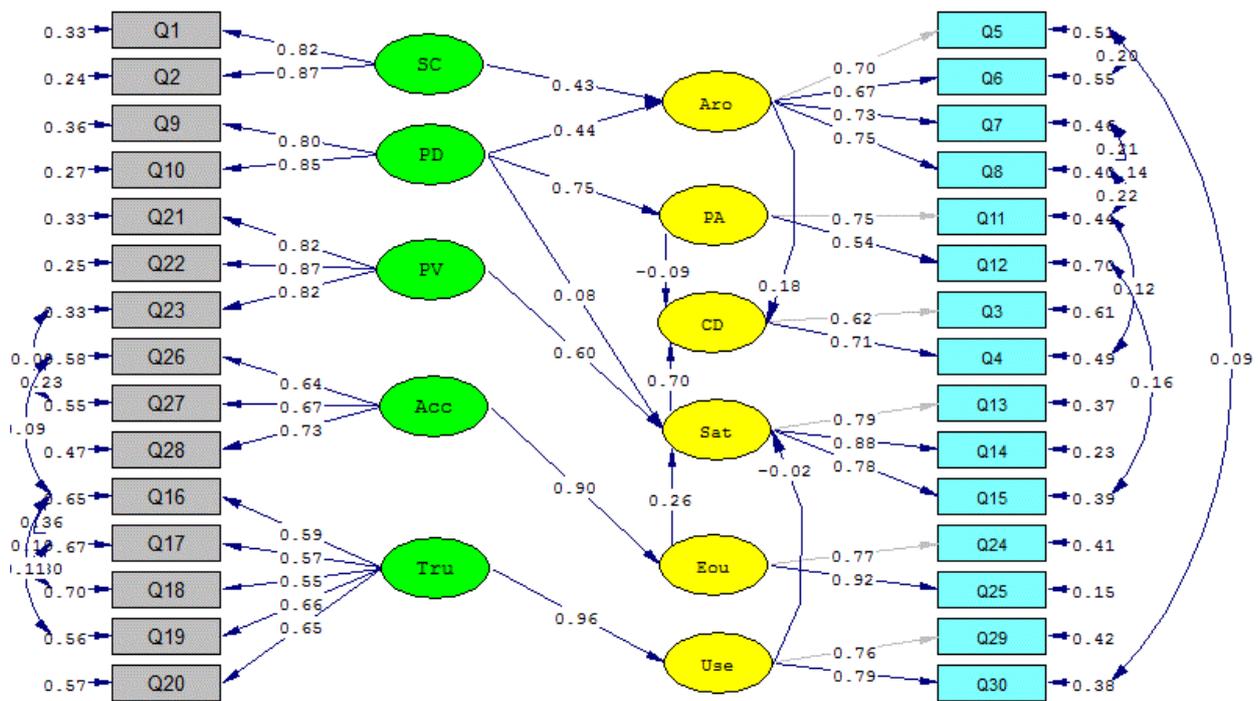
Figure 2 - model in the case of significant numbers (t-value)

Figure 3 shows the overall model in the case of standard estimation. Only in case of standard estimation, it will be possible to compare the explanatory observed variables of latent variable with each other, and also, with regard to the standardized coefficients, it can be said that the variables of positive disapproval (0.44) and surprise in consumption (0.43) respectively have the highest impact on the variable of arousal, and the variable of satisfaction (0.70) has a greater impact on the variable of customer delight in comparing with arousal (0.18). Also, variables of perceived value (0.60) and ease of use (0.26) respectively have the highest impact on the variable of customer satisfaction.

4-4-2. Model confirmation

As you can see the amount of χ^2 , degrees of freedom, is equal to 2.85 and less than 3 which is a suitable amount. The low amount of this index represents the little difference between the research conceptual model and observed data. Also, the amount of RMSEA is 0.079 that is less than 0.08. In addition to χ^2 , as the amount of RMSEA index is lower, this model has a more suitable fitting.

The amounts of these indicators (CFI-IFI-NNFI-NFI) are greater than 0.9 and GFI index is greater than 8.0. Therefore, a desirable fitted model is demonstrated and approved.



Chi-Square=1051.00, df=369, P-value=0.00000, RMSEA=0.079

Figure 3 - Model in the case of standardized coefficients

Table 5.

Investigation of the suitability of indicators

Indicators	Values	Indicators	Values
Chi-square	1051	AGFI	0.76
Degrees of freedom	369	NFI	0.94
Chi-square degrees of freedom	2.85	NNFI	0.95
RMSEA	0.075	IFI	0.96
GFI	0.81	CFI	0.96

Table 6 shows that determination coefficient for the variable of arousal is 0.54, and indicators of surprise in consumption and positive disapproval, altogether, can explain the 54% of the arousal changes. According to the amount of standard coefficient and t-statistic, it can be said that variables of positive disapproval (0.44) and surprise in consumption (0.43) respectively had the highest impact on the variable of arousal. It can also be said that 56% of changes in positive affect is explained by the variables of positive disapproval. Similarly, variables of arousal, positive affect and customer satisfaction, in total, can explain 57% of changes in customer delight. According to the amount of standard coefficient and t-statistic, it can be said that variables of customer satisfaction (0.70) and arousal (0.18) respectively had the highest impact on variable of customer delight, and the positive impact had no significant effect. On the other hand, the estimated amount of determination coefficient for variable of customer satisfaction is 0.71, and indicates that the variables of the lack of positive affect and perceived value, ease of use and usefulness, altogether are able to explain 71% of changes in customer satisfaction. Considering the amount of standard coefficient and t-statistics it can be said that variables of perceived value (0.60) and ease of use (0.26) respectively had the most impact on customer satisfaction. (The highest coefficient of standard path) variables of positive disapproval and usefulness had no significant impact. Also, it can be said that 80% of changes in ease of use is explained by the variable of accessibility, it also shows that 92% of changes in usefulness is explained by the trust variable.

Summary of standard coefficients, coefficients of determination, t-statistic and result of research hypothesis

<i>Paths</i>	<i>Standard coefficients</i>	<i>t-statistic</i>	<i>Determination coefficients</i>	<i>Result</i>
Surprise in consumption → arousal	0.43	5.97	0.54	Approved
Positive disapproval → arousal	0.44	5.94		Approved
Positive disapproval → positive affect	0.75	9.87	0.56	Approved
Arousal → customer delight	0.18	2.00	0.57	Approved
positive affect → customer delight	-0.09	-0.93		Rejected
Customer satisfaction → customer delight	0.70	7.15		Approved
Positive disapproval → customer satisfaction	0.08	1.60	0.71	Rejected
Perceived value → customer satisfaction	0.60	5.05		Approved
Ease of use → customer satisfaction	0.26	2.62		Approved
Usefulness → customer satisfaction	-0.02	-0.25		Rejected
Accessibility → ease of use	0.90	12.83	0.80	Approved
Trust → usefulness	0.96	13.87	0.92	Approved

Discussion and Conclusion

The first hypothesis examined the relationship between surprise in consumption and consumer arousal, which due to the path coefficient between these two variables (0.43), this relationships was confirmed. As a result, the first hypothesis of the research is confirmed. In other words, as the customer is surprised with the providing banking services, the arousal is increased. The result of this hypothesis is similar to the research conducted by Sandra (2012).

In the second hypothesis, the impact of positive disapproval on arousal was also confirmed. The path coefficient between these two variables is 0.44 and shows the effectiveness of the variable of positive disapproval on arousal variable. As a result, the second hypothesis is approved and its results are in line with research results of Sandra (2012).

Also, in the third hypothesis, the customer positive impact which is affected by positive disapproval was confirmed. And the path coefficient between these two variables is 0.75 which shows the effectiveness of positive disapproval on positive impact. Therefore, the third hypothesis is confirmed. The results are in alignment with survey results of Sandra (2012).

In the fourth hypothesis, the impact of arousal on customer delight was confirmed. Which according to the coefficient of determination (0.18), it can be concluded that arousal affects customer delight. The results of this hypothesis are also in alignment with survey results of Sandra (2012).

In the fifth hypothesis, the effectiveness of positive affect was investigated on customer delight and it became apparent that delight has no significant impact on the level of customer delight in agricultural bank branches of Yazd province. The results of this hypothesis are approved in research of Sandra (2012) which is rejected in this study.

In the sixth hypothesis, the impact of satisfaction has been confirmed on customer delight. As the customer satisfaction increase, customer delight will also raise.

The seventh hypothesis examined the impact of positive disapproval on customer satisfaction, which was not approved.

In the eighth hypothesis, the relationship between perceived value and customer satisfaction was investigated. The results of this research are in line with results of Sandra (2012).

The ninth hypothesis of this study deals with investigating the relationship between ease of use and customer satisfaction. This hypothesis was confirmed with the determination coefficient of (0.26). The result of this research is similar with the research of Francisco (2012).

In the tenth hypothesis, the impact of usefulness was examined on customer satisfaction, and

at 95% confidence level, usefulness had no significant effect on the level of customer satisfaction in agricultural bank branches of Yazd province.

In the eleventh hypothesis, the impact of accessibility was tested on ease of use, this relationship with the determination coefficient of 0.9, which shows the great impact of accessibility on ease of use, was confirmed, that is in line with the research results of Francisco (2012).

Also, the relationship between trust and customer usefulness was investigated, and this hypothesis was also approved. The result of this hypothesis is similar with the research of Francisco (2012).

The research suggestions

This section, based on the results achieved from the research and hypothesis test, offers some practical suggestions and recommendations for conducting future research.

Applied suggestions

Creating a good relationship between the organization, employees and customers is the main factor of success in today's service organizations. The longevity of service organizations depends on their employees, especially employees who are in direct contact with customers.

Service staffs in organizations, due to their role in developing borders, can provide useful information for service organizations (Gwinner, 1994). The present study indicates a significant association between perceived value and customer satisfaction. This means that increase in customer satisfaction, depends on increasing the customer perceived value of Agricultural Bank of Yazd Province; so, in order to raise the level of perceived value, actions such as increasing the level of confidence in services, coordination of speech and performance and increasing information coefficient are offered.

Since the nature of services is impalpable and interactive, customers often judge on the quality of services based on the face to face behavior of staff. As a result, the level of customer orientation of service staff is considered as one of the main factors in the success of service organizations (Bitner et.al.1990; Hening, 2004). According to the results of this research, there is a significant relationship between arousal and customer delight. Since the level of customer-orientation has a positive impact in customer arousal, and customer arousal leads to customer delight, it's recommended that employees, in facing with customers, try their best to properly identify the banking needs of customers.

3) In banking industry, factors such as manpower training, using proper equipment and training employees and customers, removing the vast bureaucratic structure and conferment of authority can increase the level of customer orientation, creativity and innovation, satisfaction and commitment of customers of banking services.

Generally, most marketing services experts do believe that service industries which their employees had a higher level of customer-orientation, also have a direct impact on the profitability and efficiency of their organization (Horovitz.2000).

Given that in the above study, the ease of using banking services has a direct relationship with the customer satisfaction; it's recommended that by using appropriate equipment, timely and efficient training, eliminating the restrictive bureaucratic processes, necessary actions be done to present ease of use and gain more customer satisfaction which leads to customer delight.

4) It is essential for companies and marketing managers to try creating and maintaining customer loyalty to build their brand value. Different marketing activities such as marketing communications, sales promotion, social participation and effective social relations have an essential role in increasing customer loyalty. The emphasis should be included in long-term goals. This will not occur but when it comes, will have long-term durability. Customer relationship management must properly be established to guarantee customer retention. If the identity is rightly established, although, the products are physically and functionally similar, they will be perceived, distinctly. Therefore, it is recommended to increase loyalty among customers and banks in order to take a step for building trust between the customer and the bank.

5) Most of the communication channels have been developed by effective interactions with

customers. To effectively manage the different communication channels, managers are trying to monitor business processes. These stages can be divided into internal and external processes. Internal stages refer to managing the stages in the nature and within the organization, while external stages refer to interactions between suppliers and customers. Internal stages specify the operational excellence and external stages determine the effective management channels. Customer relationship can be strengthened by effective interaction with customers. Weiner (2001) also recommends a communication program which included customer service, loyalty programs, customizes, rewards programs and building societies.

This research shows that accessibility has a significant relationship with ease of use, and ease of use is one of the causes of customer satisfaction. It is proposed to increase the positive interactions of customers with each other; increase the speed of banking operations and quick access to banking services should be the first priority.

6) Customer satisfaction reflects a new approach for quality in institutions and organizations, and supports the development of a customer-centric management and culture in the organization. Based on the results of this research, the relationship between satisfaction and customer delight is a significant relationship. This means that improving customer satisfaction, performing in line with this and towards creating maximum satisfaction, the customer delight will also increase; measuring customer satisfaction suggests a rapid, meaningful and sensible feedback about the customer's preferences and expectations.

7) Customer relationship management has become one of the main competitive business strategies in the new millennium. Customer relationship management refers to discussions about the efforts to manage business interactions with customers. Notice to the importance of this matter can play a significant role in customer satisfaction; according to the present study, satisfaction has the greatest impact on customer delight.

8) The behavior of employees and customer reception is the most effective factor on customer satisfaction, because, as you know, the first stage in the formation of the purchase process is attracting the attention and opinion of customers. Hence, banks, in competition with other banks, should apply necessary accuracy to attract customers to choose their organization product in order to sell more. Humility, respect and employees' acting friendly towards customers, having high public relations, employees' appearance, branches avoid lingering and resolving customer dissatisfaction have a high impact on attracting customers. In this research, surprise in consumption has a significant relationship with arousal, which arousal itself, directly affects customer delight. Therefore, it is necessary to create a suitable control system in bank branches in order to improve their activities and the way they cope with bank customers.

It is obvious that that this control system is used only for a better understand and satisfying the needs of customers and isn't an instrument for controlling and punishing.

9) Place characteristics and interiors is another effective factor on customer satisfaction, because as you know, one of the stages in the formation of purchasing process is attracting the customers' attention to the interior space and its characteristics. Therefore, decoration and suitable atmosphere, cleanliness, organizing and respect to bank environment neatness, placing table and chairs for customer convenience can play an important role in this regard.

Therefore, with respect to the results of this research, it's recommended to develop and implement a comprehensive program in relation with the mentioned items to obtain maximum customer delight.

10) In the conducted survey, accessibility has a significant relationship with ease of use. Since, the factor of ease of use directly affects customer satisfaction; therefore, it's suggested that bank managers improve their service system and try to provide their services in all branches. A suitable and wide cover of bank network services makes it easier for customers to access the required services. It should be noted that most customers are not willing to spend a lot of time and energy to use the required services, although the product is more suitable in terms of quality and price and etc. and often prefer to purchase products with more accessible services.

Research proposals

Today, because of the emergence of e-commerce, especially internet, the form of transactions has been changed in many ways so that affects the entire banks' performance. So, recognizing these effects can be a good guide for banks, hence, a study titled "investigating the impact level of modern methods of banking" is recommended for future researchers. A comprehensive and purposeful plan is needed to optimize all decisions and operations of an organization. The existence of a suitable helpful strategy is for having a more efficient knowledge in the management of the organization. Therefore, doing research in the field of developing strategies to delight customers is a suitable and functional action.

Customers are the most important factor in making decisions about continuation of the survival of the organization or lack of survival. Based on this explanation, predicting and controlling the behavior of customers is the golden key for the organization, thus, conducting this research "the effectiveness of organization performance on customer satisfaction" is recommended.

With regard to the impact and importance of customers' delight in organizations, which is a fundamental and vital factor for the survival of an organization in today's highly competitive environment; it's recommended that a study be conducted to examine the impact level of delight on organization performance.

The level of interaction between customers and employees of an organization is one of the most important issues that organizations are facing with. This issue has a double importance for the service organizations that offer intangible products to their customers. Therefore, conducting a research on the impact of customer delight on employee behavior is recommended.

Investigating the impact of other variables, such as employees' appearance, employees' knowledge, expansion of bank branches and bank facilities and etc on the customers' delight is recommended for future research.

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INVESTIGATION OF THE EFFECT OF TYPE OF THE BRAND ON CORPORATE CHARACTER AND BRAND PERSONALITY, BRAND TRUST, BRAND ATTRACTIVENESS, BRAND EMOTIONS AND CUSTOMER SATISFACTION

Mohammad Ali Yadegarian,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran

Shahnaz Nayebzadeh,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran,

Snayebzadeh@iauyazd.ac.ir

Hasan Dehghan Denavi,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran

ABSTRACT

Customer satisfaction is evident in the success and survival of companies. Through the customer, the company can improve its profitability by expanding business and gain a higher market share. The aim of this study was to investigate the type of brand on the proposed model variables for customer satisfaction. Three brands are chosen from automaker company of Iran Khodro and the impact of type of brand on each of variables including brand personality, corporate character, brand trust, brand sentiment, brand attractiveness, and customer satisfaction, were studied. The present research is an applied research. The population is considered as the owners of three products of Samand, Peugeot 206 and Peugeot Pars Iran Khodro in the city of Yazd. 390 questionnaires were distributed and 352 acceptable questionnaires were collected. To evaluate the differences between the three groups (Samand, Peugeot 206 and Peugeot Pars) for variables analysis of variance (ANOVA) and for paired comparison between the brand groups Scheffé paired test was used. The results indicate that Brand Type has a significant impact on brand personality, brand emotions and brand attractiveness.

Keywords: Brand Type; customer satisfaction; brand personality; brand sentiment; brand attractiveness.

1. Introduction

Higher customer satisfaction reflects more positive experiences with a company. One of the positive results is sharing this experience with other customers, recommending the company that offers exceptional service and making extra effort to use a top company among competitors.

Satisfied customers tend to be loyal show their supportive behavior and propose. Thus, satisfaction leads to maintaining customers. [4] Companies spend considerable resources to measure and manage customer satisfaction. In today's world, that possibility of mass-produced goods and services provided the increase of supply over demand, for manufacturers, there is no choice but to satisfy customer and market areas and supply cannot be defined with the limited tools. Experience has shown companies that traditionally look at the concepts of customer, product, market, sell, buy, contests, promotions, quality, in addition to lack success, have lost their capital as well. With the advent of a competitive economy, concepts such as customer satisfaction are considered the foundation of the business and the company which does not pay attention to it will be removed from the market [12]. In the ultra-competitive world of today, customer is considered the core and the main scheme of market activities and customer satisfaction is a critical focus of manufacturers and service providers. Economic enterprises should investigate the factors affecting customer satisfaction to improve customer satisfaction. Multi-brand marketing strategy has been defined in some companies. Companies present their products with different brands, and they are trying to gain more market share in the industry. It remains to be seen whether Brand Type can affect the attitude of customer's satisfaction or not. In this study, three brands of a car manufacturer called Iran Khodro are selected which are Samand, Peugeot 206 and Peugeot Pars and it has been tried to investigate the effect of type of brand on personality, company personality, brand trust, brand sentiment, brand attractiveness, and customer satisfaction.

2. Literature and hypotheses

2-1. Brand personality

The concept of the personality is generally ascribed to humans, but brands can also take a part of the human personality. This idea can help to grow the concept of brand to customers. Behavior of customers using the symbolic value of the brand causes motivation to buy the product and increase self-esteem and satisfaction of the customers themselves. Accordingly, when the consumers select the goods, they see a similarity between the brand personality and their character.

This type of behavior confirms the idea that humans are not comfortable with something that has no human features. [8]. Customers often consider brands as human by giving them personality and marketers often with the help of positioning, create these perceptions and encourage them. Brand personality characteristics provide a symbolic or emotional value that could lead to the consumer's perception of the brand and act more lasting than functional characteristics. The successful positioning of brand personality in a product category requires models that enable unique characteristics that distinguish features of the product category that are common for all products [10].

2-2. Brand trust

Brand trust is a multidimensional variable. Brand trust determines the status of customer or client to the brand. These positive expectations and desires of customers determine the amount of support of customer to brand [11]. Brand trust is something beyond our customers' expectations and characteristic or performance of the goods, brand trust can be assumed as emotional evaluation of brand. Emotions that could lead to brand trust can be named as loyalty and being in favor of the consumer. Consumers, who trust the brand, will be more likely to promote the brand. The brand trust will have a positive effect on consumer behavior [3].

2-3. Customer feelings toward the brand

Customers have different attachment to the brand name. A kind of dependence is customer feelings toward the brand that is the customer's overall favorable or unfavorable assessment of brand. Chaudhuri and Holbrook (2001) defined customer feelings toward the brand as the brand potential for getting a positive emotional response from consumers as a result of its use. Consumers show more reaction to brands with higher risk aversion and those brands are more favorable to them [7].

2-4. Brand attractiveness

Brand attractiveness is defined as positive results that the individual is after them to fill the real needs with real value and that is seen as a great brand. It is in internal relation that causes proportionality between the individual and the brand. Benefits that the brand attractiveness gives to consumers and clients are similar to customer satisfaction and are evident. Attractive brands have the highest correlation with their customers and cause a pride and increase confidence in customers. Brand attractiveness is seen as a reflection of the brand and customer relationship and hence the argument is that when a brand is more attractive t it increases the likelihood to buy it [9].

2-5. Corporate character

Corporate character is defined as how the company is distinguished by stakeholder, and it is according to human characteristics. The authors used label “corporate character” to defined corporate character that is similar to brand personality, which in turn are more concerned with the company’s brand image and reputation. It would be useful to identify associations and organizations of its stakeholders. Corporate character is a direct method of measuring reputation of companies, but an indirect picture. Metaphor of corporate character is used as an individual is widely used for assessment of reputation and is stated useful as a starting point to map the structure of the organization. Company’s personality traits are words or phrases that are commonly used to describe a person. The feelings that the shareholders have toward a company reveals itself in the corporate character. And in general corporate character is used for both internal and external evaluation of company [5].

2-6. Customer satisfaction

Customer satisfaction is defined as an emotional state of customer interactions with a service provider and product over time. Satisfaction is defined as a function of comparing the recognition of previous expectations with actual experience [12]. Also customer satisfaction is defined as a result of positive emotional reactions to favorable assessment or experience, and causes repurchase [2].

To achieve high levels of customer satisfaction, this should be borne in mind that in providing products and services to all expectations, needs and desires of our customers is the first priority. In any business this effort can be done and achieve the highest degree of satisfaction. This sense is in all of our customers whether expectations have been met or not. Certainly for product advertising strategy would be a low-cost and quite successful. A very important factor in purchasing decisions is the past experience using the product and the satisfaction or dissatisfaction of product and services [1].

Depending on the brand and assessing the impact on each of the variables in the model, the hypotheses are presented below:

Hypothesis (1) Brand Type affects the corporate character

Hypothesis (2) Brand Type affects the brand personality

Hypothesis (3) Brand Type affects the customer emotions to the brand

Hypothesis (4) Brand Type affects the brand trust

Hypothesis (5) Brand Type affect the brand attractiveness

Hypothesis (6) Brand Type affects the customer satisfaction

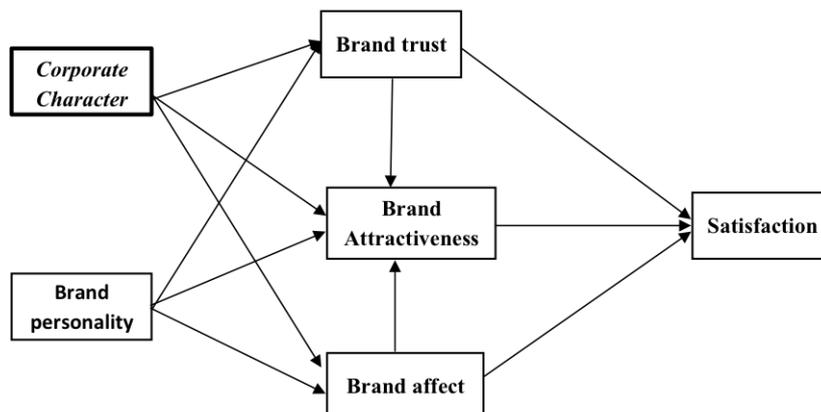


Figure 1 - Conceptual model

3. Research Methodology

The type and nature of the study and research purposes, is applied. The study, based on data collection methods, is survey research, because to examine each of the measures and variables, the questionnaire is used. The population is considered as the owners of three products of Samand, Peugeot 206 and Peugeot Pars Iran Khodro in the city of Yazd. 390 questionnaires had been distributed to randomly selected owners of three products and 352 questionnaires were returned, that 117 of the Peugeot 206, 114 of the Peugeot Pars and 121 questionnaires were for Samand. Demographic profile of the respondents is presented in Table 1:

Table 1.

Demographic characteristics of population

<i>Variable</i>	<i>Group</i>	<i>frequency</i>	<i>Percentage</i>
Sex	Male	251	3/71
	Female	101	7/28
Marital status	Single	105	8/29
	Married	247	2/70
Age	Under 25	56	9/15
	25-35	203	7/57
	36-45	67	19
	46-55	21	6
	55-	5	4/1
Totall		352	100

The questionnaire examines brand personality, corporate character and brand trust, brand sentiment, brand attractiveness, and customer satisfaction include 58 questions. For the corporate character and customer satisfaction questions, Davies (2008) and questions of brand personality, brand trust, the brand emotions and brand attractiveness Rampal & Kenning (2014) is used. In order to answer questions for all the variables the five-item Likert scale is used (strongly agree = 5 and strongly disagree = 1). It should be noted for each of the three products Samand, Peugeot 206 and Peugeot Pars relevant questions were asked with the brand name. For reliability using software spss 18, Cronbach's alpha was measured. Since Cronbach's alpha of the questionnaire and variables larger than 0/7, therefore, the test reliability is acceptable.

Table 2.

Variables and reliability test using Cronbach's alpha coefficient

<i>Cronbach's alpha</i>	<i>Number of questions</i>	<i>Questions</i>	<i>Variable</i>
916/0	28	1 to 28	corporate character
921/0	15	29 to 43	brand personality
889/0	3	44 to 46	brand emotions
885/0	3	47 to 49	brand trust
907/0	3	50 to 52	brand attractiveness
872/0	6	53 to 58	customer satisfaction
966/0	58	-	Whole questionnaire

4. Research Findings

4-1. Methods of data analysis

To evaluate the differences between the three groups (Samand, Peugeot 206 and Peugeot Pars) for variables analysis of variance (ANOVA) and for paired comparison between the brand groups Scheffe paired test was used.

Hypothesis (1) Brand Type affects the corporate character

Test of homogeneity of variance which according to Levin and meaningful statistics (0/369)

that is larger than 0/05, which means that all groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (1/311) and a significance level of (0/271) which is greater than 0/05. In other words, there are not significant differences between the three brands of company. So type of brand does not affect the corporate character.

Hypothesis 2: Brand Type affects the brand personality

Test of homogeneity of variance which according to Levin and meaningful statistics is (0/241) that is larger than 0/5. All groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (4/604) and a significance level of (0/011) which is smaller than 0/05. So there is significant difference between the averages of at least two brands for brand personality variable. So brand Type affects the brand personality. Also according to Scheffe paired tests Peugeot 206 and Samand brand personality are significantly different.

Hypothesis (3) Brand Type affects the customer emotions to the brand

Test of homogeneity of variance which according to Levin and meaningful statistics is (0/811) that is larger than 0/5. All groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (4/380) and a significance level of (0/000) which is smaller than 0/05. So there is significant difference between the averages of at least two brands for emotion of customer variable. So hypothesis is confirmed. According to Scheffe paired tests, customer emotion to Peugeot 206 with Samand and customer emotion with Peugeot Pars with Samand are different.

Hypothesis (4) Brand Type affects the brand trust

Test of homogeneity of variance which according to Levin and meaningful statistics is (0/648) that is larger than 0/05. All groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (2/593) and a significance level of (0/076) which is great than 0/05. So there is no significant difference between the averages of brand for brand trust variables. So the hypothesis is rejected.

Hypothesis (5) Brand Type affects the brand attractiveness

Test of homogeneity of variance which according to Levin and meaningful statistics is (0/109) that is larger than 0/05. All groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (11/720) and a significance level of (0/000) which is smaller than 0/05. So there is significant difference between the averages of at least two brands for brand attractiveness variable. According to Scheffe paired tests, brand attractiveness to Peugeot 206 with Samand and brand attractiveness of Peugeot Pars with Samand are different.

Hypothesis (6) Brand Type affects the customer satisfaction

Test of homogeneity of variance which according to Levin and meaningful statistics is (0/475) that is larger than 0/05. All groups have equal variances, and then one-way ANOVA was conducted, according to the statistics of one-way ANOVA and F (1/378) and a significance level of (0/253) which is great than 0/05. So there is no significant difference between the averages of brand for customer satisfaction variable. So the hypothesis is rejected.

Table 3.

The test of homogeneity of variance model

<i>Variable</i>	<i>Levin statistics</i>	<i>Degree of freedom 1</i>	<i>Degree of freedom 2</i>	<i>Significance level</i>
corporate character	1.001	2	349	.369
brand personality	1.429	2	349	.241
brand emotions	.210	2	349	.811
brand trust	.435	2	349	.648
brand attractiveness	2.062	2	349	.109
customer satisfaction	.886	2	349	.475

Table 4.

Analysis of variance for variables

<i>Factor</i>	<i>Brand</i>	<i>Amount</i>	<i>Mean</i>	<i>F statistics</i>	<i>Significance level</i>
corporate character	Peugeot 206	117	2.8618	1.311	.271
	Peugeot Pars	114	2.9044		
	Samand	121	2.7824		
corporate character	Peugeot 206	117	2.8618	1.311	.271
	Peugeot Pars	114	2.9044		
	Samand	121	2.7824		
brand emotions	Peugeot 206	117	3.1852	8.380	.000
	Peugeot Pars	114	3.0205		
	Samand	121	2.6639		
brand trust	Peugeot 206	117	3.0399	2.593	.076
	Peugeot Pars	114	2.9825		
	Samand	121	2.7658		
brand attractiveness	Peugeot 206	117	3.2279	11.720	.000
	Peugeot Pars	114	2.9854		
	Samand	121	2.5427		
customer satisfaction	Peugeot 206	117	3.0798	1.378	.253
	Peugeot Pars	114	3.0000		
	Samand	121	2.9132		

Table 5.

Scheffe paired tests for brand personality variable, customer feelings toward the brand and brand attractiveness

<i>variable</i>	<i>(I) type of vehicle</i>	<i>(J) type of vehicle</i>	<i>The average difference (I-J)</i>	<i>The standard error</i>	<i>Significant level of sig</i>	<i>95% confidence interval for the</i>	
						<i>Down</i>	<i>Top</i>
brand personality	Peugeot 206	Peugeot Pars	.09813	.09963	.616	-.1468	.3431
		Samand	.29235*	.09816	.013	.0510	.5337
	Peugeot Pars	Peugeot 206	-.09813	.09963	.616	-.3431	.1468
		Samand	.19422	.09882	.146	-.0487	.4371
	Samand	Peugeot 206	-.29235*	.09816	.013	-.5337	-.0510
		Peugeot Pars	-.19422	.09882	.146	-.4371	.0487
customer feelings toward the brand	Peugeot 206	Peugeot Pars	.16472	.13230	.461	-.1605	.4899
		Samand	.52127*	.13035	.000	.2008	.8417
	Peugeot Pars	Peugeot 206	-.16472	.13230	.461	-.4899	.1605
		Samand	.35656*	.13122	.026	.0340	.6791
	Samand	Peugeot 206	-.52127*	.13035	.000	-.8417	-.2008
		Peugeot Pars	-.35656*	.13122	.026	-.6791	-.0340
brand attractiveness	Peugeot 206	Peugeot Pars	.24254	.14586	.252	-.1160	.6011
		Samand	.68522*	.14370	.000	.3320	1.0385
	Peugeot Pars	Peugeot 206	-.24254	.14586	.252	-.6011	.1160
		Samand	.44268*	.14466	.010	.0871	.7983
	Samand	Peugeot 206	-.68522*	.14370	.000	-1.0385	-.3320
		Peugeot Pars	-.44268*	.14466	.010	-.7983	-.0871

Conclusions and Recommendations

In the investigation three brands were used, to achieve results. To determine whether a difference between the brand and the results of the model exists, a comparison to the effectiveness of each of the brands on the variables was performed and the results showed that the type of brand has an impact on the brand personality, brand feelings toward brand and brand attractiveness and can cause difference in the measured variables presented in the research. Brand personality is influenced by the type of brand. The results showed that Peugeot 206 has a higher average brand personality than two other brands and has a more favorable position in terms of character position in the customer's mind. Peugeot 206 has highest average personality and Samand has the lowest among the three. Iran Khodro Using these results, by making average brand personality higher and its positive traits such as honesty and excitement, and given the significant relationship between brand personality and customer satisfaction, improve customer satisfaction.

Peugeot 206 also has the highest average customer feelings toward the brand compared to other 2 cars. Iran Khodro Company may use the positive feeling of the brand Peugeot 206 and use this brand in its advertising. It is suggested that for Samand with advertising that reflects the strength and rigidity of the vehicle against road and the city accidents could increase the average perceptions of this brand. Brand attractiveness, is another variable that is affected by the difference between brand, and the effect of type of brand on the brand is approved by the client. Peugeot 206 has highest average of attractiveness, and after that is Peugeot Pars and Samand has the lowest average. Iran Khodro by using the fact that Samand is a national car and showing advertising teasers of the effort of brave men of Iran, and buy helping non-oil economy by Iran Khodro that brings out the sense of homeland in buyers of Iran Khodro, can help improve attractiveness of Samand.

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EXAMINING THE IMPACT OF VOLUNTARY DISCLOSURE ON IPO UNDERPRICING OF THE LISTED COMPANIES IN TEHRAN STOCK EXCHANGE

Horiye Ghanimi,

Department of Accounting, Ayatollah Amoli Branch, Islamic Azad University, Amol, Iran.

ABSTRACT

The purpose of the study is to examine the impact of voluntary information disclosure on IPO underpricing. All listed companies in Tehran stock exchange were selected during 2006 to 2013. The statistical population of the research includes all listed companies in Tehran stock exchange. The selection a criterion of the sample was based on purposeful sampling which 37 firms with IPO were selected. In this research, Jensen's measure (2002) was used for voluntary information disclosure. The results suggested that voluntary information disclosure significantly impacts on IPO underpricing.

Keywords: Voluntary information disclosure; IPO underpricing; Tehran stock exchange.

1. Introduction

The base of participants' decision-making in stock exchange markets is the information issued by issuers of security and active intermediaries in those markets. Utilizing the information or proper decision-making in stock market is possible when the given data is on time, relative, perfect and understandable. If the disclosed data don't follow the mentioned properties, undoubtedly price discovery mechanism would not work properly and pricing on securities would not work desirably. Consequently, the reality of prices and predicting its future process and market transparency are to be questioned. Hence, controller institutions on stock exchange have provided several rules, regulations, bylaws and instructions to make market transparent, providing equal access for market activists to information and general transparent markets. Every market institutions (stock exchange) in these regulations, issuers of listed securities and market intermediaries are obliged to disclose some information about their affairs and activities. According to rules and regulations, stock exchanges should issue their information about prices of securities, trading volume and indices simultaneously with trading or after that at the end of trading sessions (Mohtashami et al, 2013). Therefore, Katmin et al, (2006) examined the relation between information disclosure and underpricing in Norway. They examined 125 listed companies during 1993 to 2005 which was done based on industry separation. The results indicated that the firms which highlighted their information disclosure may cause investors to be eager to invest on their firms, and underpricing is significantly related with information disclosure. Louis et al, (2011) showed that firm size, free cash flow, financial leverage, conservatism and information disclosure are the effective factors on underpricing in firms. Patis et al, (2013) proved that firms with voluntary information disclosure have better IPO performance.

2. Research background

Khajavi & ALizadeh (2014) examined the relation between voluntary information disclosure and information asymmetry of the listed companies in Tehran stock exchange. The results of examining 122 firms during 2003 to 2011 indicating that there is no significant relation between voluntary information disclosure and information asymmetry of the listed companies in Tehran stock exchange.

Mehrani & Safipour Afshar (2014) studied the impact of conservatism on underpricing in IPO. The research on data of 41 firms during 2004 to 2011 in Tehran stock exchange suggested that there is a negative relation between conservatism and underpricing of IPO.

Darini (2014) examined the relation between voluntary financial information disclosures with value of private firms. The results showed that more information disclosure by firms have caused overpricing by investors.

Baso et al, (2013) examined the incentives and reaction of markets to voluntary disclosure in IPO. The results suggested that firms facing with more litigation have higher voluntary disclosure level, too.

Komat et al, (2014) in the research titled “voluntary disclosure and distortions of real prices in IPO firms” examined the impact of voluntary information disclosure on underpricing of IPO firms. The results demonstrated that there is a negative significant relation between voluntary disclosure and underpricing of IPO firms. Botazi (2014) examined the relation among underpricing and voluntary disclosure in IPO listed companies in Australia stock exchange. The findings showed that voluntary disclosure of IPO significantly relate with underpricing IPO, i.e. the quality of disclosure impacts on underpricing.

3. Research methodology

3-1. The research’s method

Voluntary information disclosure impacts on underpricing IPO.

3-2. Statistical population and sample

The statistical population of the current research includes firms with IPO listed in Tehran stock exchange during 2006 to 2013. The criteria for selection this sample was purposeful method which 37 IPO firms were selected during the given period.

3-3. Operational definitions of the variables

3-3-1. Voluntary information disclosure

To measure firms’ disclosure level, Jensen’s measure (2002) has been used.

$$\frac{VDIS_{i,t}}{VDIS_j} = VDSCOR_{i,t}^{**}$$

VDIS_{i,t}: It is the score of voluntary disclosure firm *i* in the year *t* and VDIS_j is the total possible scores of a firm can gain. Therefore, disclosure level of each firm is obtained from dividing the score of information disclosure into possible total score. According to this, the score of voluntary information disclosure is neither bigger than 1 nor smaller than 0. The score of voluntary disclosure of each firm is extracted from board’s reporting regarding to the number of voluntary disclosure. Since the total score of voluntary disclosure is bigger than the mean, 1 is considered, otherwise 0 (Khadamipour & Mahroomi, 2012).

2-3-3. IPO underpricing

In most studies, the concept of initial returns is used to calculate underpricing (the obtained return at the first day of transactions). Regarding to the limitations in daily price volatility and different mechanism of IPO in Tehran stock exchange, however, the amount of underpricing is not properly showed. To minimize these effects with highlighting on the concept of initial return, therefore, we calculate underpricing in longer period (until market reaches to a real price). To determine the period of initial return, firstly we extract the additional mean of market return of IPO during 30 days of transactions after offering, and consider the first period in which additional market return is positive and opposite of zero as the first initial return. And then, after determining the period of initial return of IPO, market’s modified return in IPO of the listed in Tehran stock exchange is extracted as follow: (Ja’fari et al, 2009)

$$MAR = \frac{P_{1t} - P_0}{P_n} - \frac{M_{1t} - M_0}{M_n}$$

P0: Final price in offering day

P1t: Final price at the final of initial return period

M0: Total index in offering day

M1t: Total index at the final of initial return period

3-3-3. Firm size

Natural logarithm of book value of total assets (Naderi et al, 2013)

4-3-3. financial leverage

Total debt to total assets ratio (Yousefi et al, 2009)

5-3-3. Total assets

Net income to total assets ratio (Kamali et al, 2014)

4-3. The research’s regression model

Underpricingit: Underpricing
 Voluntary disclosureit: Voluntary disclosure
 Sizeit: Firm size
 Levit: Financial leverage
 ROAit: Return on assets

5-3. Data analysis method

Firstly, descriptive statistics are modified based on frequency table (minimum, maximum, mean and standard deviation). In inferential statistics, firstly LM Arch test for heteroscedasticity, F-Limer and Hausman test for examining fixed effects or random effects, Jarque-Bra test for examining the normality of data, and Levene & Lin test for durability are used. Finally, OLS (ordinary least squares) is used to confirm/reject the research’s hypotheses.

4. Results

4-1. Examination of heteroskedasticity

To examine heteroskedasticity, Arch error terms test (LM) is performed. The obtained results are as follow:

Table 1-1.

The results of Arch error term test (LM)

<i>Description</i>	<i>Statistics amount</i>	<i>Probability</i>
F-statistic	1.004078	0.147
Obs*R-squared	2.206558	0.147

* 5% error level

Regarding table 1-1, due to the significance level of f-statistics is not significant in 5% error level, homogeneity of variance is confirmed and heteroskedasticity of error terms are rejected.

4-2. Significance test of fixed effects method

Table 1-2.

F-Limer and Hausman test

<i>F-Limer test</i>			
<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>Probability</i>
Cross-section F	1.914447	36	*0.033
Cross-section Chi-square	92.625118	36	*0.025
<i>Hausman test</i>			
<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>Probability</i>
Cross-section F	6.197452	12	*0.042

* 5% error level

Regarding the results of both table (F and Hausman), the obtained probability were less than 5% in each tests, so fixed effects method should be used in the related regression model.

3-4. Levene & Lin method

They showed that using unit root test is more effective than common unit root test, such as Dicky-Fuller, Augmented Dicky-Fuller, and Phillips-Perron in panel data. This test is used in this research. H0 indicates that the variables have unit root.

Table 3-1.

Cumulative unit root test on variables based on Levene & Lin

<i>Variables</i>	<i>Statistics</i>	<i>Probability</i>
IPO underpricing	5.487	*0.0017
Voluntary disclosure	-2.629	*0.0048
Firm size	-3.118	*0.0031
Financial leverage	6.193	*0.0005
Return on assets	3.487	*0.0026

* 5% error level

According to the table 3-1, examining the calculated statistics and their acceptance probability show that H₀ is rejected for all the variables and all of them are durable.

4-4. Research hypothesis test

Table 4-1.

Regression and model significance test

<i>Variable</i>	<i>Estimated coefficients</i>	<i>Estimation of deviation</i>	<i>t-statistics</i>	<i>Significance level</i>
Fixed	0.518	0.147	3.523	*0.046
Voluntary disclosure	-0.258	0.069	-3.739	*0.042
Firm size	1.478	0.367	4.027	*0.031
Financial leverage	-0.606	0.134	-4.522	*0.025
ROA	0.428	0.057	7.058	*0.000
Durbin-Watson	2.336			
F-statistics	81.427			
Significance level	**0.000			
Adjusted coefficient of determination	0.309			

* 5% error level, ** 1% error level

Regarding to 4-1 table, impact factor of determination of the variable voluntary disclosure on IPO underpricing (-0.258) indicates the negative adverse impacts of voluntary disclosure on IPO underpricing. Regarding to significance level of t-statistics of voluntary disclosure variable on IPO underpricing (0.042), H₀ is rejected due to 5% error level with 95% confidence level, and it can be said that voluntary disclosure impacts on IPO underpricing. As well, coefficient determination of firm size variable on IPO underpricing is 1.478, indicating that firm size has positive and direct impacts on IPO underpricing. Coefficient of determination of financial leverage on IPO underpricing is -0.606, indicating that financial leverage has negative and adverse on IPO underpricing. Finally, coefficient of determination of ROA on IPO underpricing is 0.428, indicating that ROA has positive and direct influence on IPO underpricing.

5. Conclusion and Recommendations

The results of this hypothesis indicated that voluntary disclosure significantly impacts on IPO underpricing. According to the results of the research, Botazi (2014) showed that voluntary disclosure of IPO underpricing has significant correlation with IPO underpricing, i.e. quality of voluntary disclosure impacts on underpricing. Hanley & Haberg (2011) indicated that there is a negative significant relation between voluntary disclosure and IPO underpricing in related firms. Leon et al, (2003) indicated that voluntary disclosure results in decreased IPO underpricing. Zakeri et al, (2013) showed that there is a significant relation between accounting conditional conservatism and underpricing. Darini (2014) dealt with the relation between voluntary financial information disclosure with privatized firms. The findings demonstrated that more voluntary disclosure by firms is caused overpricing by investors. Regarding to the results, it is recommended to the investors, shareholders and other stakeholders that purchase stocks of those firms which highlight financial information disclosure. As well, it is suggested to the firms' managers to highlight their financial information disclosure, because they provide many advantages.

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EXAMINING THE IMPACT OF CORPORATE GOVERNANCE ON THE LIQUIDITY OF IPO FIRMS

Fatemeh Rahmani,

Department of Accounting, Ayatollah Amoli Branch, Islamic Azad University, Amol, Iran.

ABSTRACT

The aim of the current investigation is to study the impact of corporate governance and liquidity of IPO firms. All listed IPO firms in Tehran stock exchange during 2010 to 2013. The current study is descriptive-correlative based on the nature of data, and it is a kind of quantitative and practical based on the goal of the study. The statistical population of the research is all listed IPO companies in Tehran stock exchange during 2010 to 2013. The sample selection criteria of the research is targeted sampling method by which 24 IPO firms were selected during the given period. The results suggested that institutional shareholders significantly impacts on the liquidity of IPO firms. On the contrary, type and concentration of ownership don't have significant impact on the liquidity of IPO firms.

Keywords: Corporate governance; Stock liquidity; Initial Public Offering (IPO).

1. Introduction

Corporate governance is one of the effective factor on discrepancy of bid-ask spread of firms' stocks. Bid-ask spread is also one of the most important criteria for liquidity. Some foreign studies indicated that increased quality of corporate governance has caused decreased bid-ask spread, consequently led to increased liquidity of firms' stocks. Leuz et al, (2003) applied various criteria of corporate governance such as non-executive member and indicated that high and efficient

corporate governance with decreased information asymmetry of firms' stocks causing increased financial and operational transparency, consequently stock liquidity is increased through decreased bid-ask spread and stock trading. As well, corporate governance plays an important role in different sectional interpretation of liquidity of IPO. Firms with high CEO duality, board independence and number of board's meetings have higher liquidity of IPO (Zhou et al, 2014).

Some studies have examined the relation between external factors of corporate governance and stock liquidity based on existing discrepancy between countries' legal environment and regulations. For example, Basidur & Sufians (2002) indicated that current American firms in New York stock exchange had better stock liquidity than the external firms. Brukman & Chang (2003) suggested that in Hong Kong stock exchange, Hong Kong firms have less ask-bid spread than Chinese firms. They interpreted that the firms whose shareholders pay less attention to their condition have less stock liquidity. Some other studies examine the internal factors of corporate governance and stock liquidity. Kaff (1999) stated that large investors support criteria leading to improved corporate governance.

Liquidity is regarded as a lifeblood of financial markets. According to the role of liquidity plays in identifying of assets' price, financial risk distribution and decrease in trading costs is efficient in determining the price of IPO. High stock liquidity is caused investors' improved decisions regarding to corporate governance. Chen et al, (2014) suggested that better corporate governance is caused decreased information asymmetry, consequently increased stock market liquidity. It can be noted, also, that stock liquidity has strong correlation with the contract between managers and shareholders. The aim of the current investigation is to study what corporate governance do impact on stock liquidity in the listed IPO firms in Tehran stock exchange.

2. Research methodology

2.1. The research hypothesis

- Institutional shareholders impacts on stock liquidity of IPO firms.
- Ownership concentration impacts on stock liquidity of IPO firms.
- Type of ownership impacts on stock liquidity of IPO firms.

2-2. Operational definition of the research's variables

Table 1-1.

Operational definition of the research's variables

<i>Variable</i>	<i>Variable's name</i>	<i>Way of measuring</i>
Dependent	Stock liquidity	Stock liquidity of an asset is regarded as liquidated when it can be replaced with cash rapidly and affordably determined in stock exchange, and is influenced by amounts such as number of buyers, times of traded stocks, number of traded days, number of firms, trading volume in each period, and number of traded stocks during a period which we also used them (Bazrgari, 2010)
Independent	Institutional shareholders	The percent of stock holdings by institutional shareholders more than 50% (Rezaei et al, 2013)
	Type of ownership (state and private)	The percent of stock holdings by state shareholders more than 50% and private shareholders more than 90% (Rezaei et al, 2013)
	Ownership concentration	Stock holdings by total shareholders (Eyvazi, 2005)
Control	Firm size	Natural logarithm of total assets (Mahdavi et al, 2007)
	Financial leverage	Total debt to total assets (Rahimi, et al 2012)
	Growth rate	Current year sale- last year sale ÷ last year sale (Rahimi et al, 2012)

3-2. Statistical population and sample

The research's statistical population includes all listed IPO firm in Tehran stock exchange during 2010 to 2013. The selection criteria is based on targeted sampling method by which 24 listed IPO firms were selected during the given period.

2-4. Data analysis method

To determine whether time series x_t is stationary process (zero accumulation times) and/or divergent (one accumulation times), Lin-Levin test is used. Also, adjusted Wald statistics is used for group heteroskedasticity among fixed effects method remaining. As well, both F & Hausman test is used to determine one of fixed effects or random effects method. To describe the description power of descriptive variables and to examine the significance of the variables, and to examine the efficiency of the whole model, adjusted coefficient of determination, t-statistics and F-Fisher test are used. The statistical analysis also would be performed by EVIEWS 7 software.

3. Results

3-1. Examination of heteroskedasticity

To examine heteroskedasticity, Arch error terms test (LM) is performed. The obtained results are as follow:

Table 1-2.

The results of Arch error term test (LM)

<i>Description</i>	<i>Statistics amount</i>	<i>Probability</i>
F-statistic	1.187442	0.058
Obs*R-squared	3.0269985	0.058

* 5% error level

Regarding table 2-1, due to the level of f-statistics is not significant in 5% error level, homogeneity of variance is confirmed and heteroskedasticity of error terms are rejected.

3-2. Significance test of fixed effects method

Table 1-3.

F-Limer test

<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>Probability</i>
Cross-section F	3.623847	23	*0.043
Cross-section Chi-square	205.814752	23	*0.026

* 5% error level

3-3. Hausman test

Table 1-4.

The results of Hausman test

<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>probability</i>
Cross-section F	7.041279	5	*0.027

*5% error level

Due to the results of both tests (F & Hausman), the obtained probability is less than 5%, fixed effects method should be used in related regression model.

3-4. Lin-Levin method

Table 1-5.

Cumulative unit root test on variables through Lin-Levin method

<i>Variables</i>	<i>Statistics</i>	<i>Probability</i>
Stock liquidity	9.021	*0.0007
Institutional shareholders	-5.465	*0.0026
Type of ownership	5.487	*0.0023

Ownership concentration	6.182	*0.0015
Firm size	8.011	*0.0012
Financial leverage	-6.332	*0.0024
Sale growth	-2.145	*0.0083

* 5% error level

According to the table 5-1, examining the calculated statistics and their acceptance probability show that H_0 is rejected and all the studied variables are durable.

4-3. The research’s hypothesis test

Table 1-6.

The research’s hypothesis regression test

<i>Variable</i>	<i>Coefficient of estimation</i>	<i>Deviation of estimation</i>	<i>t-statistics</i>	<i>Significance level</i>
Fixed	0.362	0.102	3.549	*0.039
Institutional shareholders	0.529	0.096	5.510	*0.014
Type of ownership	-0.162	0.158	-1.023	0.086
Ownership concentration	-0.814	0.805	-1.012	0.091
Firm size	1.592	0.362	4.397	*0.023
Financial leverage	-0.316	0.298	-1.061	0.087
Sale growth	0.448	0.113	3.964	*0.034

* 5% error level

Table 1-7.

Explanation and significance ability of whole model

<i>R</i>		<i>DW</i>	<i>ANOVA</i>	
<i>Coefficient of determination</i>	<i>Adjusted coefficient of determination</i>		<i>F</i>	<i>Sig.</i>
0.358	0.342	1.682	55.263	**0.000

* 9% error level

Regarding the table 1-6, since Durbin-Watson statistic test value is determined among 1.5 to 2.5, lack of correlation between errors is rejected and regression can be used. The adjusted coefficient of determination is equaled with 0.342 and indicating that 34.2% of all dependent variables changes are depended on independent and control variables of this model. Due to F value test is significant (55.263) in error level less than 0.01, it can be concluded that panel research regression model which composed of independent, control and dependent variables is a suitable model and independent and control changes can describe stock liquidity changes. The impact coefficient of institutional shareholders variable on stock liquidity of IPO firms is 0.529; indicating institutional shareholders has positive and direct impact on stock liquidity of IPO firms. The impact coefficient of ownership concentration on stock liquidity of IPO firms is -0.814, indicating ownership concentration negatively and adversely impacts on stock liquidity of IPO firms. Also, the impact coefficient of state ownership variable on stock liquidity of IPO firms is -0.162; indicating state ownership has negative and adverse impact on stock liquidity of IPO firms. The research’s regression model is defined as follows:

$$\begin{aligned}
 \text{stock liquidity}_{it} &= 0.362 + 0.529\text{institutional ownership}_{it} \\
 &- 0.162\text{state ownership}_{it} - 0.814\text{concentration}_{it} + 1.592 \text{size}_{it} \\
 &- 0.316\text{leverage}_{it} + 0.448\text{sale}_{it} + \epsilon_{it}
 \end{aligned}$$

4- Conclusions and recommendations

The results indicated that institutional shareholders significantly impacts on stock liquidity of IPO firms, on the contrary, type of ownership and ownership concentration have no significant impact on stock liquidity of IPO firms. Therefore, Pramin et al, (2014) suggested that there is a significant relation between corporate governance and stock liquidity. Ramly & Ali (2012) indicated that corporate governance positively and significantly plays an adjusting role on the relation among stock liquidity and long-term return of IPO in the listed companies in Malaysia stock exchange. Debb (2010) demonstrated that corporate governance such as board composition and ownership structure significantly impacts on IPO underpricing, and leading to increased stock liquidity. The following recommendations can be made based on the research's results:

1. It is suggested to firm's managers to frequently apply corporate governance mechanism in firms in order to use these mechanisms to increase stock liquidity.
2. It is suggested to investors and shareholders to invest in firms in which corporate governance are performed and financial statements are disclosed in order to use firms' stock liquidity.
3. It is suggested to Tehran stock exchange to rank firms based on firms' stock liquidity in order to people and groups use information in their decisions.

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EXAMINING THE IMPACT OF RISK MANAGEMENT ON EARNINGS VOLATILITY OF THE LISTED COMPANIES IN TEHRAN STOCK EXCHANGE

Samira Yavari,

*Department of Financial Management, Ayatollah Amoli Branch, Islamic Azad University,
Amol, Iran.*

Arezoo Jalili,

Department of Accounting, Ayatollah Amoli Branch, Islamic Azad University, Amol, Iran.

ABSTRACT

The aim of the study is to examine the impact of risk management on earnings volatility of the listed companies in Tehran stock exchange. All listed companies in Tehran stock exchange in Tehran stock exchange were selected as statistical population of the research during 2009 to 2013. In this research, environmental uncertainty index by Gordon Lawress et al, (2009) is used for measuring risk management variable, and Dechow and Tang (2008) model is applied for measuring earnings volatility variable. The results indicated that risk management significantly impacts on earnings volatility of the listed companies in Tehran stock exchange.

Keywords: Risk management; earnings volatility; Tehran stock exchange.

1. Introduction

Major changes in business environment such as globalization and high speed changes in technology have caused increase in competition and difficulty within organizations' management. Efficient risk management which is based on valid conceptual principals constitutes the important part of decision-making process (Yarahmadi Khorasani, 2008). It can be stated that risk management, identification process, assessment and performing controlling actions, and risk modifications are potential events whose possible occurrences causing damage or no change in current condition (Babaei & Vazir Zanjani, 2006). Risk management of a business unit manages risk to ensure about achieving the goals of business unit. High-quality performing of risk management in firms leads to increased earnings volatility. This subject is seen in profit and loss firms but the economic effect of earnings management quality has more important in loss firms (Edmandz et al, 2015). Business unit earning is one of the items of financial statements that has special important for all users. The emphasis on statement No.1 indicates the importance of financial statement concept on providing related information about firms' performance on earnings calculation and its component. Meanwhile, in some researchs such as Pankof & Virjil (1970) the importance of earnings amount has highlighted for all users of financial information. They concluded that the amount of earnings per share and sale is regarded as the most important items available for the public (Etemadi & Imani, 2007). Earnings

volatility is one of the time series of earnings quality. More volatility is occurred along with more risk and the effected of various factors such as economic factors and accounting methods (Dicho & Tang, 2008). Linda (2009) understood that economic oppositions lead to increased risk, consequently lead to increased earnings volatility. generally, risk is identified as the concept of experiencing loss and/or uncertainty which has various kinds and classifications (Babaei & Zanjani, 2005). Risk management in firms is usually used for decreasing the effects of appearance of unfavorable condition, consequently decreasing behavioral effect on firms' performance and function. When a firm showing better performance in preventing undesirable effects of external events and reacting to environmental changes, it has less sensitivity to market' economic volatility. In other words, when a firm establish an efficient risk management, it would have better performance as conformity to environmental changes and disparities, consequently its profitability volatility is lower (Mehregan, 2004). the aim of the current study is to examine whether risk management impacts on earnings volatility of the listed companies in Tehran stock exchange.

2. Research methodology

2-1. Hypotheses

In this research, the hypotheses are as follows:

- Risk management significantly impacts on earnings volatility of the listed companies in Tehran stock exchange.

2-2. The research's statistical population and sample

The statistical population of the research includes all listed companies in Tehran stock exchange during 2009 to 2013. The sample was selected based on the systematic omission method and considering the following condition:

1. They should not have changed their fiscal year during the studied period.
2. The necessary information of a firm should be available.
3. It should be a manufacturing company; and not be a part of banks or financial institutions (investment companies, financial intermediaries, holding companies, banks and leasing).
4. Their fiscal year should be ended in February.
5. The firms' stocks should be traded at stock exchange.

Based on the systematic omission method between 392 firms, 342 listed companies in Tehran stock exchange were selected. Finally, 81 firms were selected as the final sample sing De Morgan method.

2-3. The research regression model

$$\text{earnings volatility}_{it} = a_0 + a_1 \text{risk management}_{it} + a_2 \text{Size}_{it} + a_3 \text{Lev}_{it} + \varepsilon_{it}$$

Earnings volatility_{it}: It is used for measuring this variable following Dechow & Tang (2008):

$$(1): E_t = \alpha + \beta E_{t-1} + \varepsilon$$

When a variance is taken in both sides, the result would be:

$$(2): VAR(E_t) = \beta^2 VAR(E_{t-1}) + VAR(\varepsilon)$$

Given that the variance of operational profit remains constant during the period, rearrangement is obtained as:

$$(3): VAR(\varepsilon) = VAR(E)(1 - \beta^2)$$

In the current research, variance (E) indicates the volatility of operational profits.

Risk management_{it}: To measure this variable, environmental uncertainty index is used based on Gordon Lawress et al, (2009).

Size_{it}: Natural logarithm of book value of total assets (Rouhi et al, 2012).

Lev_{it}: Total debts to total assets ratio (Ghavami et al, 2010).

2-4. Data analysis method

In this research, F-Limer test is used for selecting between common effects and fixed effects methods. If fixed effects model is selected, Hausman test would be used to select among fixed effects or random effects models. Also, model's error term autocorrelation, heteroskedasticity

and data normality would have been examined. To illustrate the description power of descriptive variables, to examine the significance of variables and to investigate the adequacy of whole model, adjusted coefficient of determination (Adjusted R2), T-statistics and F-Fisher test are used, respectively. As well, statistical analyses are done through EVIEWS 7 and EXCEL software.

3. Results

3-1. Examination of heteroskedasticity

Table 1-1.

The results of Examination of heteroskedasticity using modified Wald test

<i>Description</i>	<i>Chi-square</i>	<i>Significance level</i>
Modified Wald statistics	-5178.23	0.0614

* 5% error level

Regarding table 1-1, due to the significance level of Chi-square is more than 5% error level, homogeneity of variance is confirmed and heteroskedasticity of error terms are rejected.

3-2. Significance test of fixed effects method

3-2-1. F-statistics test

Table 1-2.

The results of F-Limer

<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>Probability</i>
Cross-section F	3.051228	80	*0.015
Cross-section Chi-square	152.615478	80	*0.032

* 5% error level

3-2-2. Hausman test

Table 1-3.

The results of Hausman test

<i>Description</i>	<i>Statistics amount</i>	<i>Freedom degree</i>	<i>Probability</i>
Cross-section F	5.461382	32	*0.011

* 5% error level

Regarding the results of both table (F and Hausman), the obtained probability were less than 5% in each tests, so fixed effects method should be used in the related regression model.

3-3. Lin & Levin method

Table 1-4.

Cumulative unit root test on variables through Lin-Levin method

<i>Variables</i>	<i>Statistics</i>	<i>Probability</i>
Risk management	6.512	*0.0016
Earnings volatility	-3.158	*0.0041
Firm size	-4.498	*0.0035
Financial leverage	7.016	*0.0007

* 5% error level

According to the table 1-4, examining the calculated statistics and their acceptance probability show that H_0 is rejected and all the studied variables are durable.

3-4. The research's hypothesis test

Table 1-5.

The research's hypothesis regression test

<i>Variable</i>	<i>Impact factor</i>	<i>Estimation of deviation</i>	<i>t-statistics</i>	<i>Significance level</i>
Fixed	0.247	0.078	3.166	*0.032
Risk management	-0.625	0.135	-4.629	*0.017

<i>Variable</i>	<i>Impact factor</i>	<i>Estimation of deviation</i>	<i>t-statistics</i>	<i>Significance level</i>
Firm size	1.817	0.336	5.407	*0.004
Financial leverage	0.316	0.091	3.472	*0.026

* 5% error level

Table 1-6.

Explanation and significance ability of whole model

<i>R</i>		<i>DW</i>	<i>ANOVA</i>	
<i>Coefficient of determination</i>	<i>Adjusted coefficient of determination</i>		<i>F</i>	<i>Sig.</i>
0.484	0.463	2.381	49.612	**0.000

* 1% error level

Regarding the table 5-1, the coefficient of determination of risk management on firms' earnings volatility is equaled with -0.625 and indicating that risk management has negative and adverse impacts on earnings volatility. The significance level of t-statistics in risk management on earnings volatility is 0.017, and due to the error level is less than 5%, the H_0 is rejected and H_1 is confirmed, hence it can be stated that risk management significantly impacts on earnings volatility of the listed companies in Tehran stock exchange. The amount of adjusted coefficient of determination is 0.463 indicating 46.3% of the dependent changes can be described by the independent and control variables. The significance of F-statistics is significant in 1% error level; therefore, it can be said that the total model of the research is statistically significant. Finally, Durbin-Watson statistics is between 1.5 to 2.5, and there is no correlation between error terms and the regression test is valid.

$$\begin{aligned} \text{earnings volatility}_{it} \\ = 0.247 - 0.625 \text{ risk management}_{it} + 1.817 \text{ Size}_{it} \\ + 0.316 \text{ Lev}_{it} + \varepsilon_{it} \end{aligned}$$

4. Conclusion and recommendations

The research's results suggested that risk management significantly impacts on earnings volatility of the listed companies in Tehran stock exchange. Hence, Edmands et al, (2015) showed that performing risk management system in firms leads to increased earnings volatility. Haton et al, (2009) indicated that managerial risk-taking in banks significantly related with manipulation of accruals. Mashayekhi & Manti (2013) demonstrated that accounting and economic factors (except firm's operational cycle) significantly impacts in forming earnings volatility. Nouri Borojerdi et al, (2013) indicated that if annual data is the base of providing variables, only the relation between special risk and earnings management is significant. The following recommendations can be made regarding to the research's results:

1. It is recommended to firms to apply special strategies such as moving risk to other sections, risk avoidance, decreasing risk's negative effects, and adopting a part or total results of a special risk to handle firms' risks in order to decrease possible volatility in firms' earnings.
2. It is suggested to investors, analyzers, and Tehran stock exchange to pay their attention to earnings volatility, to season of them, and to long-term volatility when predicting earnings. Remember that relying on season volatility than short-term/ long-term volatility can reach to more desirable results.
3. It is recommended to actual and potential investors, shareholders and other stakeholders to invest in firms in which risk management are higher than other firms, and the firms disclose the information related to risk management in financial statements in order to investors and shareholders make reasonable decisions.

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INVESTIGATING THE EFFECTS OF THE GLOBAL FINANCIAL CRISIS ON THE PERFORMANCE OF COMPANIES WITH IPO

Mahsa Farokhzad,

Department of Financial Management, Ayatollah Amoli Branch, Islamic Azad University, Amol, Iran

Ghodratollah Barzegar,

Department of Accounting, University of Mazandaran, Babolsar, Iran

ABSTRACT

The study aims to investigate the effect of the global financial crisis on the performance of companies with IPO. The special and temporal domains are the companies listed on the Tehran Stock Exchange and between 2002 and 2012, respectively. The selection criterion of this research is purposive sampling method and accordingly, 71 companies with IPO were selected during the set timeframe. The results showed that there is a significant difference between the underpricing level of companies with IPO before and after the global financial crisis. Abnormal returns of companies with IPO differ significantly before and after the global financial crisis.

Keywords: abnormal stock returns; underpricing; global financial crisis.

1. Introduction

Some theories suggest that in long-term companies during the financial crisis perform better than with no. According to the theory provided by Ebastenion et al (1994), IPO underperforms due to so much optimism of the investors towards companies' vision. The optimistic investors will buy the shares and compared with the pessimistic, value the company so much. According to this theory, during the financial crisis, the optimism levels are expected are materially lower than non-financial crisis, it results in reduced reliability and confidence of the investors. Compared with non-financial crisis period, during the financial crisis, there is little divergence between investors who are optimistic and pessimistic to carry out initial public offering of shares of companies that are evaluated uncertainly in this period. As a result, during the crisis, long-term performance of companies' shares with IPO would be better; this is relevant due to lower initial costs Ebastenion et al., 1994). The long-term initial public offering price performance against similar companies that have already listed on the stock exchange is very weak. The firms in the entrance to the stock exchange are encountered with numerous problems and uncertainties that all these factors have caused the initial public offering to be treated risky process by themselves (Yavari, 1998). Activity of the initial public offering can be given as a hot and cold variable, due to existing this market. Hot market of initial public offering is determined by high volume of offering, insufficient high-priced level and often over offering and if cold market, we have the low volume of offering, reduced pricing and reduced over offering (Holog & Liang, 2004). in the United States of America, on the stock market, during 2003 and 2010, financial crisis impacted on the average level underpricing. Especially financial crises over the years had the strong positive impact on the long-term performance. While the companies with initial public offering in non-financial crisis years in average had a performance less than 22%, but during this period, in average, better performance of 26%. This is an impressive result that there is average difference of 48% between the abnormal returns during the financial crisis and non-crisis period. As a result, the markets are prone to overreaction caused by the optimistic or pessimistic behavior of investors (King & Bandret, 2014). Thus, the present study is that what impact the global financial crisis has on the performance of the initial public offering of shares of companies listed on Tehran stock exchange.

2. Research methodology

2-1. Hypotheses

According to theories above, the hypotheses can be expressed as follows:

- The underpricing of the IPO companies differs significantly before and after the global financial crisis.

• The abnormal returns of IPO companies differ significantly before and after the global financial crisis.

2-2. Statistical population and sample

The statistical population studied in this research consists of the companies listed on Tehran Stock Exchange during 2002 and 2012. Years 2002 to 2006, 2008 to 2012 and 2007 are considered to be before, after and during financial crisis, respectively. The selection criterion of this research is purposive sampling method, 71 companies with IPO were selected in the set timeframe.

2-3. The method of measuring variables

2-3-1. Underpricing IPO

In most of the studies to calculate underpricing, the concept of initial return (return generated on the first day of trading) is used. But according to the daily price fluctuation limits, as well as a different mechanism of initial offering in Tehran Stock Exchange, the returns on the first day of trading doesn't show underpricing correctly. So to minimize these effects, with an emphasis on concept of the early returns, underpricing is calculated in longer term (until the market reaches the actual price share). To determine the period of early returns, having offered, the average excess return of initial public offerings market over the 30 trading days gets extracted and once the first period starts in which the excess market return is positive and nonzero it is considered as the initial output period. After determining the initial public offering, the adjusted market return of initial public offerings in Tehran Stock Exchange will be extracted from the following equation (Jafari et al, 2009).

$$MAR = (P_{it} - P_0) / P_0 - (M_{it} - M_0) / M_0$$

P_0 = final price of offering day

P_{it} = final price of ending period of initial return

M_0 = total index of offering day

M_{it} = total index of ending period of initial return

2-3-2. Abnormal stock returns

Abnormal stock returns include the difference between actual returns of company and market returns and it is calculated by equation (1):

$$AR_{i,t} = R_{i,t} - R_{m,t}$$

In this regard:

$R_{m,t}$: it is equal to the rate of market returns, to calculate market return (R_m), indicator of cash returns and price in Tehran Stock Exchange are used as Equation (2) is:

$$R_m = (TEDPIX_t - TEDPIX_{t-1}) / TEDPIX_{t-1}$$

To calculate the annual return of the company, complete formula is used based on equation (3):

$$R_{i,t} = (P_t(1 + \alpha + \beta) - (P_{t-1} + Ca) + D_t) / P_{t-1} + Ca$$

Where:

P_t = Stock price at end of period t

P_{t-1} = stock price at the beginning of the end of period t-1

D_t = dividends paid in the year

α = Percentage of capital increase from receivables and cash.

β = Percentage of increase in capital from the reserves

C = The nominal amount of the cash paid by the investor for the capital increase and receivables

2-4. Analysis of data

In this study, descriptive and inferential statistics were used to analyze the data. In descriptive statistics, demographic data and statistics of mean, standard deviation, minimum and maximum of variables in the study companies were used and in the inferential statistics, K-S test was used to examine the variable's normality and t-test with two correlated-dependent samples were used to confirm or reject the hypothesis. Software Eviews was used in this study to analyze the data.

3. Results

3-1. Normal data

Table 1-1.

Kolmogorov-Smirnov test for examining normal distribution of variables

<i>Variables</i>	<i>Z-value of Kolmogorov-Smirnov</i>	<i>Significance level</i>
Underpricing	1.557	0.075
Abnormal return	0.935	0.113

* Error level of 5%

According to table 1-1, due to the significance level of variables more than 0.05, the null hypothesis on normal data is confirmed.

2-3. First test

Table 1-2.

Pearson correlation coefficient between the two paired variables

<i>Model</i>	<i>Number</i>	<i>Correlation coefficient</i>	<i>Significance level</i>
Underpricing level in companies with IPO before and after global financial crisis	71	0.558	0.002*

* Error level of 5%

Table 1-2 shows a relatively strong correlation between levels of underpricing in the companies with IPO before and after the global financial crisis, at confidence level of 95% and error level less than 0.05.

Table 1-3.

t-test with two correlated samples

<i>Model</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>Error deviation of mean</i>	<i>t</i>	<i>Freedom degree</i>	<i>Significance level</i>
Before and after global financial crisis	0.714	0.526	0.332	7.085	70	0.009*

* Error level of 1%

According to table 1-3, there is deference between the underpricing levels in companies with IPO before and after global financial crisis at confidence level of 99%, (because of significance level less than 1% error level. So, H_0 is rejected and in contrary, H_1 is accepted and it can be expressed that there is a significant difference between the levels of underpricing of companies with IPO before and after the global financial crisis. As there is lower level of underpricing before the global financial crisis lower than after this, pricing goes up after global financial crisis.

3-3. Second hypothesis

Table 1-4.

Pearson correlation coefficient between the two paired variables

<i>Model</i>	<i>Number</i>	<i>Correlation coefficient</i>	<i>Significance level</i>
Abnormal return of companies with IPO before and after global financial crisis	71	0.639	0.012*

* Error level of 5%

Table 1-4- shows a relatively strong correlation between abnormal returns of the IPO companies before and after global financial crisis at 95% confidence level, and error level less than 0.05.

T-test with two paired samples

<i>Model</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>Error deviation of mean</i>	<i>t</i>	<i>Freedom degree</i>	<i>Significance level</i>
Before and after global financial crisis	0.352	0.696	0.274	8.325	70	0.000*

* 1% error level

According to table 1-4, there is deference between the abnormal returns of companies with IPO before and after global financial crisis at confidence level of 99%, (because of significance level less than 1% error level. So, H_0 is rejected and in contrary, H_1 is accepted and it can be expressed that there is a significant difference between the abnormal returns of companies with IPO before and after the global financial crisis. There is lower abnormal returns before the global financial crisis higher than after this.

4. Conclusion and Recommendations

The results showed that there is a significant difference between underpricing levels of companies with IPO before and after the global financial crisis. There is a significant difference between abnormal returns of companies with IPO before and after the global financial crisis. So, Chay Pour (2014) showed that the IPO companies' performance during the global financial crisis is lower their earnings and performance before global financial crisis. King and Bandrt (2014) showed that the financial crisis had reduced the positive efficacy of return forecast on underpricing of IPO. Faeegh et al. (2011) 2011) showed that the recent economic crisis led to a 10% underpricing to increase and also the poor performance of China's stock market had no relevance to the financial crisis. Based on the results, it can be made the following suggestions:

1. Investors, shareholders and other interest groups who intend to invest in companies with IPO are recommended to consider the underpricing of the companies, because the financial crisis could have a significant impact on it. If they want to invest on the basis of abnormal returns of stocks it is also recommended to pay attention that the financial crisis could affect and change the investment decisions they make.

2. The underpricing is a short-term benchmark of performance and abnormal returns of stock is a long-term performance benchmark, and investors, shareholders and other interest groups who intend to invest are recommended in short-term to consider the abnormal return of stock and in long-term, the underpricing to reduce the risk of their investments as much as possible.

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INVESTIGATING THE RELATION BETWEEN RISK MANAGEMENT AND ENVIRONMENTAL DISCLOSURE LEVEL OF SOCIAL RESPONSIBILITY OF THE LISTED COMPANIES IN TEHRAN STOCK EXCHANGE

Farzaneh Valizadeh,

*Department of Financial Management, Ayatollah Amoli Branch, Islamic Azad University,
Amol, Iran*

Ghodratollah Barzegar,

Department of Accounting, University of Mazandaran, Babolsar, Iran

ABSTRACT

The aim of the current study is to investigate the relation between risk management and disclosure level of social responsibility of the listed companies in Tehran stock exchange. All listed companies in Tehran stock exchange were selected as statistical population of the study during 2009 to 2013 which 93 firms were picked up as statistical sample based on systematic omission. To analysis the content for determining the level of firms' social responsibility based on disclosure checklist and firms' social responsibility models, Barzegar (2013) used zero and one method. Furthermore, he applied environmental uncertainty index to measure risk management variable based on Xherdan Lawres et al, (2009). EVIEWS software has been used in this research. The results indicated that there is a significant relation between risk management and disclosure level of corporate social responsibility of the listed companies in Tehran stock exchange.

Keywords: Risk management; corporate social responsibility; Disclosure.

1. Introduction

Corporate social responsibility is a nature which not only companies should be accountable for their shareholders, but also be responsible for other shareholders such as creditors, retailers and most important one i.e. their customers (Bazin, 2009). CSR insists that each firm not only should

follow regulations, but also should create a motivation for itself to implement social responsibility. On the other hand, social responsibility originates from the West but its deep root is in China and it's heavily root accepted by firms and regulators (Zhang, 2012). As well, Wood (1991) noted that CSR provides rules and principles for firm in relation with social responsibility. Sing & Narwal (2012) defined social responsibility in a way that managers' job would face with challenges due to rapid changes and complexities in business environment and shareholders would convince managers to be active in creating desirability in their firm which it is possible regarding firms' social responsibility. Enterprise Risk Management (ERM) is a dynamic approach toward integrated risk assessment in which organizations use them to lower risk levels (Bosman & Zoviden, 1998). After ERM is created, it enables a firm to continuously assess the risks and recognize necessary internal and external resources and stages to overcome or decrease risks (Fonstan, 2003). The main presumption of risk management is that each business unit is established to create value for its stakeholders. Risk management would able a manager to effectively run his business unit, even though there are many risks and related opportunities, hence it would enhance the capacity for creating value of a firm. During recent years, risk management has increased in financial firms; majorly due to current regulations encourage banks to enhance their risk and control management systems (Alzola, 2003). Based on the above literature, the main question is that whether risk management can impacts on disclosure level of firms' social responsibility?

2. Research background

Ahmadpour & Farmanbordar (2014) examines the relation between corporate social responsibility and earnings per share forecast error in the listed companies in Tehran stock exchange during 2011 to 2012. The obtained results indicated that there is adverse and significant relation between disclosure levels of CSR with absolute value of EPS forecast error.

Jamnez & Delkato Garcia (2012) have examined the relation between risk management and firm performance in Spanish companies during 2000 to 2005 and concluded that there is a positive association between both factors in Spanish firms.

Bekti et al, (2012) investigated the relation among corporate social responsibility and shareholders' value and reached to a conclusion that corporate social responsibility is one of the main factors of a firm's strategy in reducing conflicts between shareholders.

Zhang et al, (2013) investigated the association among corporate social responsibility and risk management and found that CSR significantly impacts on risk management.

Zhang et al, (2014) examined the relation between risk management and corporate social responsibility in Chinese food companies and concluded that these firms have poor risk management and social responsibility in this situation and the public cannot correctly distinguish them from each other. They have also found that there is a relation among risk management and corporate social responsibility.

3. Research methodology

3-1. Research's hypothesis

- There is a significant relationship between risk management and disclosure level of corporate social responsibility.

3-2. Research population and statistical sample

93 companies were selected based on systematic omission method during 2009 to 2013. The firms should have the following condition:

1. They should not have changed their activities during 2009 to 2013.
2. Their fiscal year should end in 19/3/... and they shouldn't change their fiscal year during the research.
3. They should not be part of investment companies, financial intermediary such as insurance or bank.
4. They should have been listed in stock exchange before 2009.
5. Their information should be available in stock exchange.

According to the above condition, 93 firms were selected as the research's samples and were examined.

3-3. Regression model

$$CSR_EN_{it} = \varphi_0 + \varphi_1 RISK_MANAGEMENT_{it} + \varphi_2 SIZE_{it} + \varphi_3 AGE_{it} + \varphi_4 ROA_{it} + \varphi_5 LEVERAGE_{it} + \varepsilon_{it}$$

CSR_EN_{it}: In this research, to analysis the content for determining the level of firms' social responsibility based on disclosure checklist and firms' social responsibility models, Barzegar (2013) used zero and one method.

RISK MANAGEMENT_{it}: To measure this criterion, environmental uncertainty index is used to measure risk management variable based on Xherdan Lawres et al, (2009).

SIZE_{it}: Natural logarithm of book value of all assets

AGE_{it}: Number of years listed in Tehran stock exchange.

ROA_{it}: Net income to total assets ratio

LEVERAGE_{it}: Total debt to total assets ratio

3-4. Data analysis method

In this research, EVIEWS software is used to analyze data. Firstly, regression pretests such as Dicky-Fuller, heteroscedasticity test and fixed effects test are performed, then combined regression test (OLS or Ordinary Least Square) are done to reject/confirm the research's hypotheses.

4. Results

4-1. Examination of heteroskedasticity

To examine heteroskedasticity, Arch error terms test (LM) is performed. The obtained results are as follow:

Table 1-1.

The results of Arch heteroskedasticity test (LM)

Description	Statistics amount	Probability
F-statistic	0.926521	0.241
Obs*R-squared	1.141489	0.241

Regarding table 1-1, due to the significance level of f-statistics is not significant in 5% error level, homogeneity of variance is confirmed and heteroskedasticity of error terms are rejected.

4-2- Significance test of fixed effects method

Table 1-2.

F-Limer and Hausman test

<i>F-Limer test</i>			
Description	Statistics amount	Freedom degree	Probability
Cross-section F	2.036225	92	*0.008
Cross-section Chi-square	158.625849	92	*0.000
<i>Hausman test</i>			
Description	Statistics amount	Freedom degree	Probability
Cross-section F	7.401692	36	*0.012

* 5% error level

Regarding the results of both table (F and Hausman), the obtained probability were less than 5% in each tests, so fixed effects method should be used in the related regression model.

4-3. Research hypothesis test

Table 1-3.

Regression and model significance test

<i>Variable</i>	<i>Estimated coefficients</i>	<i>Estimation of deviation</i>	<i>t-statistics</i>	<i>Significance level</i>
Fixed	1.114	0.264	4.219	*0.024
Risk management	0.426	0.112	3.805	*0.035
Firm size	2.115	0.374	5.655	*0.002
Firm age	2.265	0.497	5.281	*0.009
ROA	0.491	0.134	3.664	*0.031
Financial leverage	-0.895	0.209	-4.282	*0.025
Cash holdings	1.235	0.562	2.917	0.192
Durbin-Watson	2.225			
F-statistics	59.326			
Significance level	**0.000			
Adjusted coefficient of determination	0.542			

* 5% error level, ** 1% error level

Regarding the table 1-3, since Durbin-Watson statistic test value is determined among 1.5 to 2.5, lack of correlation between errors is not rejected and regression can be used. Regarding level of F-test (59.326) is significant in less than 0.01 error level, it can be concluded that combined regression model which is composed of independent, control and dependent variables is a suitable model and independent and control variables can describe CSR changes. Adjusted coefficient of determination is 0.542; indicating 54.2% of all changes in dependent variables are depending on independent and control variables of this model. As well, impact coefficient. If tax avoidance is increased in a firm, the auditor tenure would be longer. Regarding significance level of t-statistics in 5% error level, the relation is significant. Therefore, there is a significant relation between tax avoidance and auditor tenure in the listed companies in Tehran stock exchange. The independent and dependent variables of the research can predict 65.3% of changes, and significance level of F-statistic indicates that the research's model is significant in 1% error level. The research's empirical model is defined as:

$$\text{CSR_EN}_{it} = 1.114 + 0.426 \text{ RISK MANAGEMENT}_{it} + 2.115 \text{ SIZE}_{it} + 2.265 \text{ AGE}_{it} + 0.491 \text{ ROA}_{it} - 0.895 \text{ LEVERAGE}_{it} + \varepsilon_{it}$$

5. Conclusions and recommendations

The results of this research indicated that there is a significant relation between risk management and disclosure level of corporate social responsibility in Tehran stock exchange. Hence, Zhang et al, (2014) found that these firms have poor risk management and social responsibility in this situation and the public cannot correctly distinguish them from each other. They have also found that there is a relation among risk management and corporate social responsibility. Jamnez & Delkato Garcia (2012) have examined the relation between risk management and firm performance in Spanish companies during 2000 to 2005 and concluded that there is a positive association between both factors in Spanish firms. According to the obtained results, it is suggested to the firms to approach toward recognizing and assessing firms' risk in order to improve cultural aspect of firms through risk management.

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THE EFFECT OF MANAGERIAL OWNERSHIP ON INTEREST COVERAGE RATE IN LISTED FIRMS IN TEHRAN STOCK EXCHANGE

Zohreh Shakiba,

Department of Accounting, Sirjan Branch, Islamic Azad University, Sirjan, Iran

Mehdi Alinezhad Sarvokalaei,

Department of Accounting, Tabriz Branch, Islamic Azad University, Tabriz, Iran

Mehdi12may@yahoo.com

ABSTRACT

According to agency theory, managers may make decisions that their target is optimizing the wealth, or minimizing their risk even if they lose their owners' capital. In order to control the situation, several mechanisms have been suggested as corporate governance to limit conflicts of agency. On the other hand, it calculates interest coverage ratio of the company's ability to pay loan interest. The present study investigated the effect of managerial ownership on the interest coverage rate. In this study, the percentage of shares held by company managers was used to measure managerial ownership; and earnings before interest and tax deduction to interest payments ratio was used to calculate the interest coverage ratio. Therefore, a total of 50 listed firms in Tehran Stock Exchange were studied during 2007-2013 period. Analyzing relationships of variables was performed using regression analysis; and the results showed that the impact of managerial ownership is positive and significant on interest coverage rate.

Keywords: Agency theory; net earnings; managerial ownership; interest coverage ratio; interest expense.

1. Introduction

In recent years, corporate governance has become the main and dynamic aspect of commerce; and considering it is exponentially increasing. The existing definitions of corporate governance are in a same spectrum which limited visions are placed on the one side and wide views are placed on the other side of the spectrum. Given the high importance of determining of the financial distress and bankruptcy of companies in making economic decisions of stakeholders and using optimal allocation of resources, as well as raising the issue of corporate governance in recent years in Iran, it is expected that corporate governance mechanisms partially prevent distress and bankruptcy of companies (Setayesh and Mansouri, 2014). And also the most basic elements of corporate governance discussion is ensuring good governance practices of shareholders on corporate governance and maximizing company's value that can use it to adopt the necessary strategies in order to reduce the agency cost (Asadi et al., 2011). And there is no doubt that the new investments are required for development and competitiveness in today's world, and primarily the firm provides funds required to invest in major projects through capital increase. Financing activities are followed by capital cost and capital structure issues that are the most important issues in financial theory and have attracted the attention of researchers (Rahnama Roudposhti et al., 2010). Additionally, today the methods of financing at a fixed interest rate in the financial system are common in capitalism and they are used in a very widespread level of debt instruments, of which bonds are the most important (Sorouh and Sadeghi, 2007); and financial expenses' control is one of the principal objectives in companies. In Iran regarding the implementation of Article 44 of the constitution in order to extend the privatization of state-owned companies and the expansion of private companies with government assistance removal, control of financial costs, the company's ability to repay their debts as well as the provision of long-term expected returns of shareholders are very important. In addition, the expansion of creditors' privatization towards recovery the principal and interest of loans compared with the period that companies have been dominated by state-owned, will show greater sensitivity. As well as companies' owners seek to increase firm power in the settlement of the loans' principal and interest and to reduce financial costs; and ultimately they seek to create value by increasing the stock price that has been achieved in exchange for work of company's growth (Etemadi et al., 2010). Therefore, the company's ability to identify potential internal and external financial resources is the main factor of growth and development of any company to provide capital for investment and proper planning. To optimize the capital structure, identifying the various sources of financing and related costs is particularly important in order to management decisions to maximize corporate value (Baghumian and Azizzadeh Moghadam, 2014). According to the above, the present study seeks the question: is managerial ownership affecting the interest coverage rate?

2. Theoretical foundations of research

Interest coverage ratio:

Leverage ratios represent the degree of the use of debt in the capital structure and financing of the company. These ratios indicate what extent the company is able to pay its debts at maturity. Factors such as operating and financial structure of the company and the amount of long-term debt in the capital structure are considered in analyzing the entities' solvency of the business unit. Solvency in the long run depends on the company's profitability, because in the long term, if the company is profitable, it is able to pay its debts. When debts are excessive, additional financing must be provided through equity resources, but it may also consider financing management through extended maturity date and how to repay it (Lielpour, 2009). The interest coverage ratio is one of the leverage ratios. The interest coverage ratio indicates how many times the profit before tax would cover the cost. This ratio is a measure of the safety margin and indicates how far the company can withstand the decline in profit (Modares and Abdollahzadeh, 2008).

Managerial ownership

The ownership structure is one of corporate governance practices. The ownership structure is to determine the texture and composition of company's shareholders and partly company's final

major shareholder. The shareholders combination and the ownership concentration are the two fundamental aspects of companies' ownership structure. The shareholders combination is measured through four variables including foreign ownership, corporate ownership, managerial ownership and institutional ownership. The managerial ownership is the number of shares held by board members and managers of the company (Setayesh and Kazemnejad, 2010). Various studies show that if the managers themselves are shareholders, they will be more motivated to monitor, because as much as the ownership share of manager increases, he attempts more to increase the company's value. When the manager is absolutely owner of company's shares, agency costs of shareholders is zero because the manager, who is the only shareholder of company, has more incentive to protect the interests of the company (Mojtahedzadeh, 2011). In other words, level of managerial ownership is different. The difference in level can be considered as a criterion to measure conflict of interests between the manager and the owner. Managerial ownership will reduce agency problem between shareholders and managers due to align their interests (Jensen and Meckling, 1976).

3. Literature review

Anderson et al. (2004), using data from 500 companies in the period from 1993 through 1998, found that the cost of debt financing is inversely related to board independence, board size, the audit committees and the number of board meetings.

Hu and Zhou (2008) assessed the effect of managerial ownership on the performance of Chinese companies. They found that there is a non-linear relationship between companies, which have significant managerial ownership and their managers own equity shares, and performance of Chinese companies.

Joher (2011) studied the impact of ownership structure on the politics and policies of corporates' debt. The sample consisted of 100 companies in the period from 1998 through 2002 in Malaysia. The least square simultaneous method was used; and the results of the research revealed the significant role of institutional ownership as a control mechanism to reduce debts, and the effective role of managerial ownership on foreign debt policy of large companies. The results also show that institutional investors play an important role in making strategic management decision of managers as well as declining agency cost.

Lin et al (2011) studied the impact of ownership structure on the cost of corporate borrowing. The sample consisted of 3468 small and large companies in 22 countries during 1996-2008 periods. In this study, factors that affect the cost of financing were studied. The results revealed that potential tunneling and other moral hazard activities by large shareholders are facilitated by their excess control rights; these activities also increase the costs of monitoring and credit risk faced by banks. There are also wide differences across countries in terms of financing.

Shot and Kingo (2011) studied the effect of managerial ownership on the cost of debt. The sample consisted of 643 Japanese companies during 1997-2004 periods. The results suggested that the agency theory is related to the effect of managerial ownership on interest coverage rate of bonds and thus, by increasing the agency cost, managerial ownership becomes more correlated to interest coverage ratio and the interest rate will rise as a result; and there is also a positive relationship between managerial ownership and the cost of debt.

Ben Saeed (2013) investigated the impact of the ownership structure on the debt-to-equity ratio. The sample consisted of 246 non-financial companies in France in an 11-year period from 1997 to 2007. The estimated method was GMM and panel data. The results showed a non-linear effect of managerial ownership on capital structure.

Zheng (2013) studied the impact of capital structure on agency cost. The sample consisted of 775 Chinese companies in the three-year period since 2010 to 2012; the methods of research were ordinary least squares and panel data. The results showed that the agency cost has a negative impact on debt to asset ratio; and there is a significant and positive correlation between long-term agency cost and responsibility.

Kordlar et al. (2008) assessed relationship of conflict of interest between shareholders and creditors with the distribution of dividend and restriction on financing. To test the research hypothesis, the data were used from 2000 to 2006 of companies listed on the exchange and

correlation coefficients. The results showed that with the increase of conflict of interests between creditors and shareholders, fewer dividends are distributed to the shareholders. On the other hand, the findings suggested that the increase in conflict of interests between creditors and shareholders cannot increased restriction on financing.

Leily Pour (2009) studied the relationship between leverage ratios and productivity indicators. 100 companies were selected randomly among the 372 companies listed in the Tehran Stock Exchange; and they were considered as test assumptions during the seven-year period from beginning of 2001 to the end of the 2007 fiscal year. In this study, leverage ratios including debt ratio, debt-to-equity ratio, the ratio of debt to value stock and interest coverage ratio were selected among financial indicators, and labor productivity and capital productivity were selected among the productivity indices. This study showed that among the leverage ratios, interest coverage ratio only has a significant relationship with productivity measures and appropriate statistical model was not found to replace the leverage ratios rather than productivity index.

Noravesh (2009) assessed the relationship of corporate governance mechanisms and agency cost in the Tehran Stock Exchange listed companies. In this study, the agency cost is defined as a function of the interaction between the growth opportunities of the company and free cash flow; and Tobin's Q index was used as a measure of growth opportunities. The results showed that the effective and active influence of institutional investors on the company's management decisions and reduction of conflicts of interest between managers and owners.

Ahmad Pour et al. (2010) studied the impact of corporate governance and audit quality on the cost of financing through debt (borrowing) in firms listed in Tehran Stock Exchange. The empirical findings by using data from 119 companies among companies listed in Tehran Stock Exchange during 2003-2008 and regression analysis of panel data by using Eviews Software showed that the presence of major institutional shareholders in combination of shareholders and monitoring their work significantly affect the reduction of corporates' debt cost, while those do not affect the audit quality in this way.

Khalifeh Soltani et al. (2011) investigated the effect of corporate specific feature and company's strategy tools on the capital structure using the Tobit model. The study population included all companies listed in Tehran Stock Exchange during 2001 to 2010. Results showed that there is a significant relationship between the firm size, tangible assets and the percentage of institutional ownership, and capital structure. As well as there is a significant relationship between the profitability, business risk, managerial ownership, board size, CEO-duality and the percentage audit members and the capital structure.

4. Research Methodology

4.1. Methods and Data collection

The study is a causal (cause and effect) research and in terms of the purpose, it is functional and in terms of context of method, it is a quasi-experimental and post-event research; in the field of research proof, it is an accounting research and based on real information. The data on research literature and theoretical discussions have been collected from library resources and databases and foreign and domestic scientific papers. The data needed to conduct research in the field is generally extracted using modern 3 RAHAVARD Software and Information Center of the Tehran Stock Exchange.

4.2. The population and sample size

In this study, in order to sampling is used removing systematic method. For this reason, all companies of the statistical population, which meet the following conditions, are chosen as sample and others have been excluded:

1. Companies' financial period, ending on 19 March of each year.
2. Up to the beginning of 2007 or earlier listed in the Tehran Stock Exchange until the end of 2013, their shares have been traded.
3. Banks, insurance companies and investment is not considered.
4. Companies need to have research data.

The size of the research sample is 50 companies by applying the above conditions.

4-3. Research variables

The independent variable and how to calculate it;

The independent variable of this study: managerial ownership;

Managerial ownership of held shares percentage by directors in the company;

The dependent variable and how to calculate it;

Interest coverage ratio (INCR);

It can be calculated by dividing the earnings before interest and tax deduction to the interest cost.

Control variables and their calculation

Control variables of this study as other factors affecting the debt cost of the company as follows:

Firm size (Size)

This variable is obtained through the natural logarithm of sales during the fiscal year.

MATURE is the number of years to maturity.

Bank loans (loan) ratio of bank loans to total assets at the end of the financial year.

MARGIN is sales margin or the ratio of operating profit to net sales at the end of the fiscal year.

DER is ratio of debt to equity at the end of the fiscal year.

4-4. The research hypothesis

The managerial ownership influences on the interest coverage rate.

5. Findings

Table 1.

Analyzing descriptive statistics of variables in firms

<i>Criteria Variables</i>	<i>Number</i>	<i>Average</i>	<i>Middle</i>	<i>Maximum</i>	<i>Minimum</i>	<i>Standard deviation</i>	<i>Coefficient of variation</i>	<i>Jarque-Bera statistics</i>	<i>Jarque-Bera probability</i>
Interest coverage rate (INCR)	350	4.88	4.71	70.78	-1.98	4.08	0.84	2.11	0.348
Managerial ownership (MO)	350	0.11	0.14	0.18	0	0.07	0.64	46.6	0.000
The number of the years to maturity (MATURE)	350	36.6	40	58	6	12.01	0.33	28.3	0.000
Sales margin (MARGIN)	350	0.22	0.19	0.73	-0.18	0.18	0.82	63.1	0.000
Debt-to-equity ratio (DER)	350	1.99	1.55	13.50	-7.27	2.64	1.33	116.6	0.000
The ratio of bank loans (LOAN)	350	0.04	0.004	0.57	0	0.08	2	421.8	0.000
Company size (SIZE)	350	5.82	5.69	8.03	4.56	0.69	0.12	50.7	0.000

By comparing the coefficients of control variables during the course of the research, it was concluded that the variable of company size had the lowest coefficient of variation and distribution among these variables, resulting the most stability; and debt-to-equity ratio had the highest coefficient of variation and distribution and therefore, it had the least stability during the research period.

Other results of descriptive statistics indicate that studied companies had an average of the

ratio of bank loans 4% based on the total assets, and had the average of cost of debt, the average sales margin, and the average of managerial ownership of 5%, 11%, and 22%, respectively.

Jarque-Bera test results showed the normality of the dependent variable of interest coverage rate during the study period. The normality of the dependent variable is one of the assumptions of the ordinary least squares regression models.

Table 2.

Selecting consolidated data against panel data

Model	$INCR_{it} = \beta_0 + \beta_1 MO_t + \beta_2 MATURE_{it} + \beta_3 MARGIN_{it} + \beta_4 DER_{it} + \beta_5 LOAN_{it} + \beta_6 SIZE_{it} + \epsilon_{it}$		
Test	The amount of the test statistic	Degree of freedom (df)	Probability
F-Limer	9.58	(49 & 294)	0.0000

Before testing above hypothesis, a suitable model was selected for the regression model. F-Limer test result is given in Table 2. The probability of F-Limer statistics was significant in the 0.05 level as shown in Table 2, and so, to test the research hypothesis, using consolidated data is excluded.

Table 3.

Selecting the fixed effects model against the random effects model

Model	$INCR_{it} = \beta_0 + \beta_1 MO_t + \beta_2 MATURE_{it} + \beta_3 MARGIN_{it} + \beta_4 DER_{it} + \beta_5 LOAN_{it} + \beta_6 SIZE_{it} + \epsilon_{it}$		
Test	Chi-Sq. Statistic	Chi-Sq. df	Probability
Hausman	44.25	6	0.0000

Hausman test result is given in Table 3. Hausman statistical probability is below the significance of 0.05 levels as shown in Table 3. Therefore, there is no reason to reject the fixed effects model; and a fixed effects model was used to test the hypothesis.

Table 4.

The effect of managerial ownership on the interest coverage rate

Statistics Variables		Regression coefficients	t-value	Prob.	
Fixed value		6.62	1.68	0.0932	
Managerial ownership (MO)		0.57	3.12	0.0014	
The number of the years to maturity (MATURE)		-0.52	-6.18	0.0000	
Sales margin (MARGIN)		4.71	4.82	0.0000	
Debt-to-equity ratio (DER)		-0.05	-0.87	0.3868	
The ratio of bank loans (LOAN)		-9.10	-3.46	0.0006	
Company size (SIZE)		2.84	3.34	0.0009	
The coefficient of determination	Adjusted coefficient of determination	Jarque-Bera value for residuals	Jarque-Bera Prob. to residuals	Probability of F-statistic	Durbin-Watson statistic
0.729	0.679	2.16	0.34	0.0000	1.886

Fixed-effects panel regression model of effect of managerial ownership on interest coverage rate in all companies is provided in Table 4.

The results in Table 4 show that the effect of managerial ownership is positive (0.57) on interest coverage rate, and it is significant considering the possibility of t-value statistic (0.0014). This shows that managerial ownership has a direct effect on interest coverage rates. In other words, the interest coverage rate is dramatically high for companies with a high level of managerial ownership.

The results also show that the effects of the sales margin and the company size are positive and significant on the interest coverage rate, but the effects of the number of years to maturity and

a bank loan rate are negative and significant on interest coverage ratio. This shows that companies with more years to maturity as well as companies with a high proportion of bank loans significantly have low interest coverage rate. While large listed companies and companies with a high level of sales margin significantly have high interest coverage rate.

F-statistic results also show that the model was significant in general and with regard to the Durbin-Watson statistic, it was free-autocorrelation problem.

In addition, the results of the adjusted coefficient of determination show that about 67.9% of the interest coverage rate changes were influenced by managerial ownership and control variables, particularly the number of years to maturity, margin sales, bank loan and firm size during the whole period of study.

The amounts of residuals of regression model had Jarque-Bera statistics and Jarque-Bera probability statistics up to 2.16 to 0.34, respectively, which suggested being normal of regression residuals.

Due to the significant effect of managerial ownership on interest coverage rate, the hypothesis is confirmed.

Conclusion and interpretation of results

The hypothesis of this study sought to examine whether managerial ownership affects interest coverage rate or not? In order to test of this hypothesis in all companies, the fixed-effects panel regression model was used according to the results of the F-Limer and Hausman tests. The results of this hypothesis are summarized as follows:

The effect of managerial ownership is positive and significant on interest coverage rate. This shows that managerial ownership have a direct impact on interest coverage rates. In other words, the interest coverage rate is dramatically high for companies with a high level of managerial ownership. About 67.9% of the interest coverage rate changes were influenced the managerial ownership and control variables, particularly the number of years to maturity, margin sales, bank loan and firm size. The second hypothesis is confirmed due to the significant effect of managerial ownership on interest coverage rate.

The results also show that the effect of the sales margin and the company size is positive and significant to the interest coverage rate, but the effect of the number of years to maturity and a bank loan rate is negative and significant to interest coverage ratio. This also shows that companies with more years to maturity and a high proportion of bank loan significantly have low interest coverage rate. This is despite the fact that the large listed companies and companies with high the sales margin dramatically have high interest coverage rate.

The results of this hypothesis are not consistent with results of previous researches related to the direct effect of managerial ownership on interest coverage rate.

Interest coverage ratio indicates that the company's operating profit can cover the cost of interest many times. This ratio reflects particular safety margin and shows that the company can bear how much decrease in profit and still it is able to pay interest cost. The results of this hypothesis could indicate the effectiveness of managerial ownership in listed companies in the increase in rates of interest. In other words, managerial ownership is an effective factor in the increase in interest rate in listed companies.

Suggestions from research findings

1. With regard to the direct effect of managerial ownership on interest coverage rate, it seems that interest coverage rate is substantially increased with increasing managerial ownership level in listed companies. Hence, it is suggested to the financial managers of listed companies in Tehran Stock Exchange that in order to increase the value of shareholders' wealth by reducing risk financing through debt in companies with a high level of managerial ownership (due to high interest coverage rate in such companies), they provide appropriate field and take effective steps in this regard.

2. According to the direct effect of firm size on the rate of interest coverage, it seems that the interest coverage rate is higher in the listed companies. Thus, the users of financial information listed companies in Tehran Stock Exchange and in particular lenders, it is suggested that in order to ensure

the recovery of granted principal and interest of loans to listed companies, they consider the large size of companies.

Recommendations for future researches

According to the researcher, there are still various issues in this area that could be important for future researches. Therefore, it is suggested that in order to more application of the research as well as to help to better investigation of relationship between managerial ownership and interest coverage rate in listed companies in Tehran Stock Exchange in future, pay more attention to bellow subjects:

1. Assess the effect of economic conditions, such as economic boom and recession on the relationship between managerial ownership and interest coverage rate.
2. Analyze and test the relationship between managerial ownership and interest coverage rate for companies in comparison with profitable companies.
3. Repeat this study in various industries.

Limitations of the study

1. Due to the limited population of the firms listed in the Tehran Stock Exchange and their financial year in ending March, the results should carefully be generalized to other companies.
2. Data extracted from the financial statements for the years 2007 to 2013 (7 years), which used accounting standards have been changed very much in time period. So the extracted numbers may not be homogeneous.
3. If the hypothesis was analyzed at industry level, reliability and generalizability of results could be more.

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**THE MEDIATOR ROLE OF SOCIAL CONSENSUS IN INVESTIGATING THE
IMPACTS OF MORAL ASSESSMENT ON PLAN TO ACTION OF AUDITORS
(CASE STUDY: INDEPENDENT AUDITORS, CERTIFIED PUBLIC
ACCOUNTANTS AND EXPERTS IN YAZD PROVINCE'S JUDICIARY)**

Ali Alidoust,

Department of Accounting, Yazd Branch, Islamic Azad University, Yazd, Iran

Forough Heyrani,

Department of Accounting, Yazd Branch, Islamic Azad University, Yazd, Iran

Heyrani@iauyazd.ac.ir

Shahnaz Nayebzadeh,

Department of Management, Yazd Branch, Islamic Azad University, Yazd, Iran

ABSTRACT

This study aims to investigate the impacts of moral assessment on plan to action of auditors with regard to the mediator role of social consensus and outcomes variables. The population under study are independent auditors, certified public accountants and experts in Yazd province's judiciary. The sample included 156 people. Data gathered in this research by the international standard questionnaire. The current research method is descriptive - survey with correlational approach. To investigate research hypotheses, univariate and multivariate regression techniques were used. The results of the study show that the moral assessment has a direct positive relationship on the consequences, intended to act to auditors and social consensus.

Keywords: moral evaluation; social consensus; consequences.

1. Introduction

Trading and economic events, recorded with the way of collecting evidence in the accounts by the accounting documentation, is the result of transactions and economic events extracted from the accounts and will be available to interested parties in the context of financial reports. Directional, misleading, irrelevant or incomplete information may be led to incorrect decision (Khoshtinat and Bostanian, 2007, 25). Due to the inability to recognize the quality of this information, users of these statements are faced with ambiguity and doubt and to remove the ambiguity and uncertainty, data suppliers need for a creditor which this creditor is the auditor. Auditors must have sufficient professional competence and skills for services validation to be able to establish a connection between responder and client as suitable as possible. Mistakes and failures of auditors in services validation causes irreparable harm to the users (Hassas Yeganeh and Maghsoudi, 2011). Therefore, the importance of professional ethics are clear and following it can prevent the occurrence of such events.

2. Theoretical foundations and hypothesis development

2-1. Ethics in accounting

Complex commercial transactions and demand for relevant and reliable information to decide to call a fair and necessary system for flow of information among respondents (Hassas Yeganeh and Maghsoudi, 2011: 62). So there must be a fit and healthy information system, so that this process is established properly. In recent years, failure to comply with the rules of professional conduct, integrity and ethics has led to several financial scandals (Mahdavi and Houshmand, 2013). To prevent the occurrence of these events, ethics is essential.

Ethics in accounting and auditing profession is especially important that the reasons are:

1. Professional accountants are responsible for the public interest and maintain credibility
2. Accountants on behalf of the employer are faced with some issues. They have access to confidential information and claim to offer independent advice.
3. Accountant is responsible for the business owner and his mission is to solve problems and create value for his employer, otherwise one accountant's task is not done (Baghumian, 2006). This indicates the importance of ethics in auditing and accounting.

After the foregoing information, it can be concluded that companies must identify threats and try to fix them which this subject will be discussed later.

There are 5 moral threats in auditing profession:

1. Threats related to personal interests
2. Self-review threats
3. Threat related to supporting client
4. Threats of affinity
5. Threats of intimidation

Two important parts are needed to prevent these threats:

1. Prevention methods by profession, legislation and regulations
2. Prevention methods available in the workplace (Moheb & Moradi, 2012).

2-2. Social consensus

In Dehkhoda dictionary, assessment in practice means finding everything's worth. Literally, ethics is the plural form of "temperament" means "nature and habit, whether it be good or bad habits and bad (Qureshi, 1986). Or in other words it means morality or not morality of an action in terms of an audit (Donald et al., 2013).

Hypothesis: the moral evaluation has a significant impact on social consensus variable.

2-3. Implications

In Dehkhoda dictionary, implication means the result the result and efficiency. Or in other words, implication means the effects and outcomes that the auditor cation can bring about or make decisions for that implication, such as loss of colleagues and company profits and personal losses (Donald et al., 2013).

Hypothesis: the moral evaluation has a significant impact on implications variable.

2-4. Auditor intention for action

Desire is used differently to show the beginning of intentional activity, mental state with the desire to act and a conscious orientation to act. The desire is still used in general and imprecise concept to emphasize the “internal” decisive factors, with consequential features of incentives (Zahedi, 2005).

Hypothesis: the moral evaluation has a significant impact on the intention to action.

3. Research Methodology

This study is applied in terms of purpose and survey-descriptive in terms of application procedure. The statistical sample includes independent auditors, CPAs and professionals Justice of Yazd and present sample consisted of 159 subjects who were selected using random sampling. In order to test research hypotheses, univariate and multivariate regression were used. Data collection tool includes the questionnaire consists of 5 activity and any activity of 10 questions, 10 questions for each activity are similar. In this study, two questions (questions 1 and 2) relates to ethical evaluation, two questions (questions 3 and 4) with the intention to auditor’s practice, three questions (questions 5,6 and 7) was associated with social consensus and three questions (questions 8,9 and 10) is related to the consequences. This questionnaire is taken from an article titled “ethical decision of direct and internal audit” by Donald et al. (2013).

Due to the use of international standard questionnaire and the Latin translation of the questionnaire, reliability was measured. To determine the questionnaire’s reliability, Cronbach’s alpha coefficient is used which alpha coefficients is more than 0.7. The questionnaire has acceptable reliability (Momeni, 2007). For this purpose, we collected 30 questionnaires and Cronbach’s alpha calculated for the responses was 0.826, since Cronbach’s alpha is larger than 0.7, so this test has acceptable reliability. Concerning validity of the questionnaire, given that the questionnaire was derived from international research and the translated questionnaire has been confirmed by a number of experts; therefore, thus it has outward and content validity. In testing the hypotheses, confidence level of test was 95% and research error is considered 5%. So in reviewing regression models, when significance level of F statistics is 5%, the model is significant and if significance level of t variable is less than 5%, the dependent and independent variables connection is confirmed. Also, descriptive statistics were used to characterize samples and population and to examine the relationship between variables, 159 questionnaires using univariate and multivariate regression method using SPSS software have been analyzed.

3-1. Research variables and their measurement

Ethical evaluation

In this research, the ethical evaluation with 2 questions that have been raised in the questionnaire is measured.

Intention to act

The action plan is measured with 2 questions.

Social consensus

Social consensus is measured by two questions.

Implications

Finally implications with 3 questions raised in the questionnaire is measured.

4. Research Findings

Descriptive data are presented first, and then hypotheses test have been proposed. Table 1 shows the frequency and frequency percentage, mean and standard deviation gender, marital status, age, experience among the male and female students.

Table 1.

Descriptive statistics

<i>Variable</i>	<i>Sub-variable</i>	<i>Frequency</i>	<i>Frequency percentage</i>	<i>Mean</i>	<i>Standard deviation</i>	<i>Maximum</i>	<i>Minimum</i>
Gender	Male	114	0/74	29/1	439/0	2	1
	Female	40	0/26				
Age	Less than 25 years	14	1/9	26/2	8006/0	5	1
	35-26 years	103	9/66				
	45-36 years	21	6/13				
	55- 46 years	14	1/9				
	More than 56 years	2	3/1				
Education	Upper-diploma	10	5/6	305/2	586/0	3	1
	BA	87	5/56				
	MA and higher	57	0/37				
	Less than 5 years	69	8/44	11/2	36/1	6	1
	10-6 years	39	3/25				
	15-11 years	24	6/15				
	20-16 years	11	1/7				
	25-21 years	4	6/2				
	More than 25 years	7	5/4				

4-1. studying data normality assumption using Kolmogrov - Smirnov (K- S)

Kolmogorov-Smirnov test for normality of the study variables has been used. According to the above table, since the significance level for all components is greater than 0.05, so these variables have normal functions.

Table 2.

Results of variables normality test

<i>Explanation</i>		<i>arzyabiakhlaghi</i>	<i>ghasdbeamal</i>	<i>payamadha</i>	<i>ejtemaei</i>
Number		154	154	154	154
Normal parameters	Mean	36.0584	31.3571	46.3182	57.7143
	Standard deviation	7.3824	8.39365	9.36459	9.89666
Most Extreme Differences	Absolute	0.054	0.14	0.077	0.094
	Positive	0.046	0.14	0.075	0.094
	Negative	-0.054	-0.078	-0.077	-0.091
Kolmogorov-Smirnov Z statistics		0.667	1.442	0.953	1.171
Significance level		0.765	0.075	0.323	0.129

2. Testing hypotheses

The first main hypothesis: the moral evaluation has a significant impact on the intention to auditors' act. To test the hypothesis, univariate regression method is used and given the Table results, is the significance level is greater than error value, the null hypothesis is confirmed. And if the significance level is smaller than the error level, hypothesis 1 is confirmed. In order to study and present a model of moral evaluation on the plan to action of auditors after considering the adequacy model indicators in the table below, the processed model is studied.

Table 3.

The correlation between the variables

<i>Correlation coefficients</i>	<i>Determination coefficients</i>	<i>Adjusted determination coefficients</i>	<i>SD error</i>	<i>Durbin-Watson statistics</i>
0.652778	0.42612	0.422344	6.379481	1.8953

The correlation between the independent variables and the dependent variable is equal to 0.65. Determination coefficient obtained in the model is 0.42 and this value indicates that 42% of changes of plan for action of auditors is related to auditors' action for ethical evaluation. Because this value does not consider the degree of freedom; therefore, the adjusted coefficient of determination is used for this purpose, which in this case is equal to 42 percent; so, on average, 42% of the dependent variable (action plan to auditors) is explained by this model. Since the Durbin-Watson statistic are in 1.5 to 2.5 standard, so the remaining independence can be considered. According to the indices mentioned, the model has required adequacy. The significance of regression is calculated by F test.

Table 4.

Test of variance analysis (for the significance of regression)

<i>Explanation</i>	<i>sum of squares</i>	<i>Degree of freedom</i>	<i>The average of total squares</i>	<i>F statistics</i>	<i>Sig probability</i>
Regression	4593.295	1	4593.295	112.864	.000
Remainders	6186.062	152	40.698		
Total	10779.357	153			

With respect to the F-statistic and probability related to it that is zero, it can be concluded that regression equation was significant at 99%. Thus, linear confidence level regression model estimated is accepted.

The following table shows the results of this analysis.

Table 5.

The results of the first main hypothesis

<i>The impact of moral assessment on the action plan to auditors</i>					
<i>Variables</i>	<i>Non-standard coefficient</i>		<i>Standard-coefficient</i>	<i>T statistics</i>	<i>(Sig)probability</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
Constant value of model	4.595	2.571	-	1.787	0.076
Moral evaluation	0.742	0.07	0.653	10.624	0

Variable included into the regression equation is the core of regression analysis that is given in the above table. According to the test results of the probability model related to variables, moral assessment coefficient variable has less probability than 0.01. So this variable is significant at a confidence level of 99% in the model. Therefore, due to the significance of moral evaluation hypothesis that is the main variables in accepting or rejecting the model, it can be claimed that the moral evaluation variable has a significant impact on the auditors' action for plan. On the other hand, the sign of variable coefficient of moral evaluation is positive. This means that the effect of moral evaluation module and the auditors' planning to action is positive. The regression equation can be calculated using the column values as follows:

$$x (0.742)+4.595 = y$$

It can be said that with the promotion of one unit of each independent variable (ethical evaluation) will be promoted to the written coefficient of dependent variability (auditors' intention

to act). Thus the first hypothesis indicating the influence of the moral evaluation on an intention to act among auditors have been accepted.

The second major hypothesis: the moral evaluation has a significant impact on implications

Table 6.

The correlation between the variables

<i>Correlation coefficients</i>	<i>Determination coefficients</i>	<i>Adjusted determination coefficient</i>	<i>SD error</i>	<i>Durbin-Watson statistics</i>
.733	0.538	0.535	6.38914	1.7953

The correlation between the independent variables and the dependent variable is equal to 0.73. Determination coefficient obtained in the model is 0.54 and this value indicates that 54% of changes of plan for action of auditors is related to auditors' action for ethical evaluation. Because this value does not consider the degree of freedom; therefore, the adjusted coefficient of determination is used for this purpose, which in this case is equal to 53 percent; so, on average, 53% of the dependent variable (action plan to auditors) is explained by this model. Since the Durbin-Watson statistic are in 1.5 to 2.5 standard, so the remaining independence can be considered. According to the indices mentioned, the model has required adequacy. The significance of regression is calculated by F test.

Table 7.

Test of analysis of variance for the significance of regression

<i>Explanation</i>	<i>Total squares</i>	<i>Degree of freedom</i>	<i>The average of total squares</i>	<i>F statistics</i>	<i>Sig probability</i>
Regression	7212.607	1	7212.607	176.688	.000
Remainders	6204.802	152	40.821		
Total	13417.41	153			

With respect to the F-statistic and probability related to it that is zero, it can be concluded that regression equation was significant at 99%. Thus, linear confidence level regression model estimated is accepted.

The following table shows the results of this analysis

Table 8.

The results of the second main hypothesis

<i>The impact of moral assessment on the implications</i>					
<i>Variables</i>	<i>Non-standard coefficient</i>		<i>Standard-coefficient</i>	<i>T statistics</i>	<i>(Sig)probability</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
Constant value of model	12.782	2.575		4.964	0
Moral evaluation	0.93	0.07	0.733	13.292	0

According to the test results of the probability model related to variables, moral assessment coefficient variable has less probability than 0.01. So this variable is significant at a confidence level of 99% in the model. Therefore, due to the significance of moral evaluation hypothesis that is the main variables in accepting or rejecting the model, it can be claimed that the moral evaluation variable has a significant impact on the auditors' action for plan. On the other hand, the sign of variable coefficient of moral evaluation is positive. This means that the effect of moral evaluation module and the auditors' planning to action is positive. The regression equation can be calculated using the column values as follows:

Implications = (0.93) + 12.782 moral evaluation

It can be said that with the promotion of one unit of each independent variable (ethical evaluation) will be promoted to the written coefficient of dependent variability (auditors' intention

to act). Thus the second hypothesis indicating the influence of the moral evaluation on the implications have been accepted.

The third major hypothesis: the moral evaluation has a significant impact on social consensus.

To study and present the model of the impact of moral evaluation on social consensus, after studying the model's adequacy indices given in the following table, the processed model is presented.

Table 9.

Correlation between variables

<i>Correlation coefficients</i>	<i>Determination coefficients</i>	<i>Adjusted determination coefficient</i>	<i>SD error</i>	<i>Durbin-Watson statistics</i>
.553	0.305	0.301	8.27519	1.1952

The correlation between the independent variables and the dependent variable is equal to 0.53. Determination coefficient obtained in the model is 0.30 and this value indicates that 30% of changes in social consensus is related to auditors' action for ethical evaluation. Because this value does not consider the degree of freedom; therefore, the adjusted coefficient of determination is used for this purpose, which in this case is equal to 30 percent; so, on average, 53% of the changes in social consensus is explained by this model. Since the Durbin-Watson statistic are in 1.5 to 2.5 standard, so the remaining independence can be considered. According to the indices mentioned, the model has required adequacy. The significance of regression is calculated by F test.

Table 10.

Test of variance analysis for the significance of regression

<i>Explanation</i>	<i>Total squares</i>	<i>Degree of freedom</i>	<i>The average of total squares</i>	<i>F statistics</i>	<i>Sig probability</i>
Regression	4576.663	1	4576.663	66.833	.000
Remainders	10408.77	152	68.479		
Total	14985.43	153			

With respect to the F-statistic and probability related to it that is zero, it can be concluded that regression equation was significant at 99%. Thus, linear confidence level regression model estimated is accepted.

The following table shows the results of this analysis

Table 11.

The results of the third main hypothesis

<i>The impact of moral assessment on social consensus</i>					
<i>Variables</i>	<i>Non-standard coefficient</i>		<i>Standard-coefficient</i>	<i>T statistics</i>	<i>(Sig)probability</i>
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
Constant value of model	31	3.335		9.295	0
Moral evaluation	0.741	0.091	0.553	8.175	0

According to the test results of the probability model related to variables, moral assessment coefficient variable has less probability than 0.01. So this variable is significant at a confidence level of 99% in the model. Therefore, due to the significance of moral evaluation hypothesis that is the main variables in accepting or rejecting the model, it can be claimed that the moral evaluation variable has a significant impact on social consensus. On the other hand, the sign of variable coefficient of moral evaluation is positive. This means that the effect of moral evaluation module and social consensus is positive. The regression equation can be calculated using the column values as follows:

Social consensus(0.741)+31 moral evaluation

It can be said that with the promotion of one unit of each independent variable (ethical evaluation) will be promoted to the written coefficient of dependent variability (social consensus). Thus the third hypothesis indicating the influence of the moral evaluation on social consensus have been accepted.

Table 12.

Summary of results of the study hypotheses

<i>The main or subsidiary hypothesis</i>	<i>Hypothesis name</i>	<i>Result</i>
Main hypothesis	The moral evaluation has a significant impact on the auditors' intention to action	The impact is positive and significant
Main hypothesis	The moral evaluation has a significant impact on implications	The impact is positive and significant
Main hypothesis	The moral evaluation has a significant impact on social consensus	The impact is positive and significant

Discussion and conclusion

The research first hypothesis on moral assessment and action plan of auditors were discussed and the results showed that the moral evaluation has a direct and positive impact on the auditors intend to act. The results of this section is in line and consistent with the research done by Hassas Yeganeh and colleagues (2011), based on ethical values in the professional judgment of the auditor and Donald et al (2013) based on ethical decision-making of direct and internal audition. To explain these findings, it can be stated that accountants have sensitive and difficult responsibility in interpreting the transactions and delivers them in the form of financial statements that are applicable for interest groups to evaluate the performance of companies. So doing unethical professional action include poor quality financial information and anagram can destroy people's confidence to accountants and harm integrity of profession (Etemadi et al, 2009). The second hypothesis on moral evaluation and outcomes was introduced and the results showed that the moral assessment has a positive and direct impact on the consequences. The results of this section is in line and consistent with the research done by Yeganeh et.al (2011) based on ethical values in the professional judgment of the auditor and Donald et al (2013) based on internal and direct ethical decision-making of auditing. To explain these findings, it can be stated that accountants have sensitive and difficult responsibility in interpreting the transactions and delivers them in the form of financial reports that can be used to stakeholders to evaluate the performance of companies. So doing these immoral things include poor quality financial information and anagram can destroy people's confidence and harm the integrity of professional accountants (Etemadi et al, 2009). The second hypothesis on moral evaluation and outcomes was introduced and the results showed that the moral assessment has a positive and direct impact on the consequences. The results of this section is in line and consistent with the research done by Yeganeh et.al (2011) based on ethical values in the professional judgment of the auditor and Donald et al (2013) based on internal and direct ethical decision-making of auditing. To explain these findings, it can be stated that existing professional ethics in working rules is worthwhile whose goal is to get the trust and double credibility of accounting and auditing profession and in the long run lead to professional reputation. Moral principles such as honesty, impartiality, competence and professional care, professional conduct and secrecy guarantees auditor independence and his/her survival. Code of ethics and professional conduct may be brought about simply, but talking about moral issues such as honesty, professional ethics, confidentiality, objectivity, professional competence and care that members do not understand it seems difficult. The third hypothesis regarding the evaluation of moral and social consensus was introduced and the results showed that the moral evaluation has a direct and positive impact on social consensus. The results of this section with findings obtained by Donald et al (2013) was consistent with ethical decisions of direct and internal accounting. To

explain these findings, it can be stated that ethical sensitivity and moral evaluation is a complex psychological process that people in this process should consider the conditions, set the options and recognition of their beneficiaries.

Practical Suggestions

More attention to professional topics in various fields with an emphasis on the concepts of moral values and as a separate course is required. Audit firms must recruit and train staff in addition to technical issues and knowledge of people, they should take into account ethical bases in the ethical consideration. It is recommended that individuals entering the profession of auditing and accounting firms to hold more attention to the training periods and explain its importance.

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THE STRATEGIES AND CHALLENGES OF HUMAN RESOURCES MANAGEMENT

Mohammad Ghasemi,

University of Sistan and Baluchestan, Iran

Isa Keykha,

Master of Management student at Azad University in Zabul, Iran

Ali Abili Nezhad,

Master of Management student at Azad University in Zabul, Iran

Hassan Mohebi Niya,

Master of Management student at Azad University in Zabul, Iran

ABSTRACT

Strategic management of human resources, claims that as a new philosophy and even a scientifically validated system, can in the light to see the policies and effective measures, human resources organizations as handle the organization will be able in the shadow of the effort and performance of their employees, gain competitive advantage.

In this paper, strategies, human resource management and human management challenges investigated.

Studies show that humans as a fundamental pillar of organizational development, within the framework of group activities and their organizational role is important and significant.

The process of globalization and privatization, the crisis of efficiency, freedom from bureaucratic structures and a tendency to decentralization, increased attention to customer needs, population growth and changes in

the composition and age groups, and finally the development of unionism and improve labor relations are a number of challenges human resource management now has a global impact.

Scientific literature review of strategic management of human resources, show that the transition from traditional personnel management to a strategic approach to human resources, is a complex process in which many factors affect each of the stages.

Keywords: human resource management; strategy; human resource management challenges.

Introduction

Strategic management literature, innovation as a critical factor for organizations to create value and sustainable competitive advantage in today's complex and changing environment, too.

Organizations with more innovation, in response to changing environments and the development of new capabilities that will allow them to better their performance will be more successful.

(Montes et al., 2004) innovation initiatives are increasingly the knowledge, expertise and commitment of employees as inputs is dependent on the value creation process.

Knowledge-based view of the organization as a repository of knowledge and competencies explains.

According to this view, previous studies, knowledge and competence of human resources as valuable assets to organizations identified. Human resource practices and methods are the main tool by which organizations can develop the skills, attitudes and behavior of people available to do the work and achieve organizational goals certainties impact (Collin and Clark2003).

The same range of human research and human resources raised. In this paper, we investigate the efficiency of human resources and strategic planning and human resource functions of human resource management and the challenges it has been investigated.

Requirements and prerequisites

It should be noted that adopting a strategic approach to human resource management requires an understanding of the importance of human resources and understand the strategic role of the senior management.

In other words, look for senior managers to human resources and the importance of human resources in research, technology, consumerism, intellectual context for the reception, provides design and implementation of the strategic management of human resources.

Human resources productivity

Human resources as the main factor in the production of output and its management has an important role in utilizing.

The approach must be to improve organizational efficiency of personnel covered, because people who are doing the work of the organization.

The primary focus of human resource management or staff of the motivation towards increasing productivity, and pay based on merit and performance evaluation tools (eg Mvshkyn and Sndyfr, 1980).

But today, but today's strategic approach to human resources, strategic approach to human resources and productivity measures (such as Ben, Firmin 2002). Rhubarb (2002) and some of it Sah role, the strategic management of human resources for the success of the three would have raised:

1. participation in added value, 2. Participate in creating a competitive advantage, 3. Effect of Human Resource Management on the performance of Armstrong, 1384). On the other hand Hersey and Goldsmith in 1980, have provided performance based model to achieve it, performance is a function of the following factors:

Performance = f (environment, reputation, feedback, organizational support, Understand the role of desire).

Power: knowledge, skills and experience necessary to do the work.

Interest: interest and motivation to work.

Understand the role: what, how and when done.

Organizational support: factors such as funding, human resources sufficient and appropriate facilities and equipment any assistance required by the organization.

Feedback: feedback-the-job performance or conduct of individuals.

Environment: environmental compliance, and other factors affecting performance such as competition, market position, statutes and suppliers(Hersey and others1996).

Public Administration and Human Resources

The government is the biggest employer in the country, their mission and responsibilities established by organizations that realize and the nature of the various organizations and various competitive pressures they face the private sector can not function devices have very less.

Note that the behavior of the government as an employer and the manager does not necessarily have to determine the share of public sector in the national economy's development.

Then considering the important role of human resource management should work with current and future challenges with the precondition that they are against the deal.

Human resource practices

Given the increasing importance of human resources for competitive advantage in a changing environment and a knowledge-based organization, some researchers have turned their attention to the study of the determinants of human resource practices and their impact on organizational outcomes such as productivity, efficiency and financial performance have turned the relationship between organizational and environmental factors and use(Tanenbaum and Dvpvrh- Brano, 1994). Human resources, and identify innovative practices were examined. Factors and dimensions of the innovative measures of human resources, including training, recruitment, selection and participation of staff. Their results showed that external factors, availability of labor relationship with the human resource practices.

Organizational factors, the size of the organization to recognize and focus stronger relationship with human resource practices Mac Duffy (1995) investigated the effect on performance of innovative human resources organization, four criteria and indicators, including employment, pay, promotion and training barriers used to demonstrate innovative practices in human resources. He showed that the total integration of human resource practices are positively associated with productivity.

Similarly, Yachnuioski and colleagues (1997) examined the effects of innovative work practices.

They were different from the index of innovative work practices, including incentive payments, recruitment and selection, teamwork, flexible work practices, ensuring employment, communications and training odors.

Their results showed that the innovative work practices than traditional sense, such as limited job descriptions, procedures, work hard and uncompromising, and paid hourly with close monitoring, leading to higher productivity levels.

In addition, the unit et al (1996) using the four dimensions of human resource management, including recruitment, training, performance evaluation and pay revealed HRM systems directly associated with the multiple dimensions of performance.

Laursen and Foss (2003) on the effects of the new measures of human resource management on the innovation performance of companies in different sectors, ranging human resource management 9 interdisciplinary work, quality circles, employee suggestion collection systems, job rotation schedule 4, delegating responsibility, integration of functions, performance-based payment, internal and external training company examined.

Their results showed that Innovation performance four manufacturing sector and telecommunication sector human resource management associated with most variable.

The research, human resource management practices to have a different name, such as human resources management strategic, business practices or innovative human resource practices, and new measures of human resources.

In addition to that, the goals and objectives of these studies, indices and measures of human resource management in these studies have been done in different ways.

To plan human resources

Study and planning of human resources or in a broader sense, human resources, from the perspective of economic prosperity is vital;

As human resources, including financial resources that all working people and the potential for the production of goods and services covers (Stoner and Freeman 1375).

Given that the employment of a true understanding of current and future supply and demand of human resources stems, importance and sensitivity of manpower planning is apparent.

In the wake of manpower planning at the macro level, it becomes clear what a lot of knowledge and skills with the needs of the country should be nurtured and developed.

In other words, education, public level, technical and vocational education and manpower planning only way.

In this context, the integration of administrative and employment Affairs and Planning Organization, at least in the growing manpower needs of the country could be promising.

Human resource management practices. One of the most common definitions of human resource management process include:

Detectable flow of events related to one another in reaching the goal. In this definition, there are two characteristics:

First, the process suggests motion and mobility over time to achieve the target.

Second, the interactions and interactions between events and actions related to each point.

Operational processes and practices in human resource management system is divided in three subsets of the species:

1. Absorption system, security and human resource adjustment
2. The training and development of human resources to interpretation
3. The adoption and effective use of human resources (Hasangholipour Poor & Noble, 1385).

Human resources management strategic

Based view of knowledge as a valuable resource for the organization sees. Knowledge in human capital, enabling organizations to increase their distinctive competencies and opportunities to explore innovation.

When organizations create new products and processes to improve the management, Requires motivation and ability to create human capital and innovative perspective and creative ideas can be applied to human resource management attitudes.

There are new opportunities(2003, hscarbroug).

Capacity and capabilities, and behaviors affected staff to achieve organizational goals and improve an important role in fostering the conditions necessary to accelerate and steer individuals towards the development of innovation activities plays.

Organizations can human resource management, strategic actions, including recruitment, training, performance evaluation and pay as a means to stimulate employee engagement and participation in creative thinking and innovation to use it.

Thus, the strategic human resource management plays an important role in influencing the innovation performance when organizations create and develop innovation activities with more uncertainty and variability encountered in the innovation process and the need for staff to be flexible and creative, risky and has not tolerate uncertainty and ambiguity. Therefore, organizations should be more emphasis on the recruitment of these features.

When organizations of the creative and innovative features as their recruitment and selection criteria, employees are likely to create a variety of ideas and are committed to innovative behavior.

Through effective and efficient recruitment, employee organizations are important sources of new ideas in the innovation process (Boroumand and Zanjiri, 1388).

Human resource challenges in globalization:

- Career change: In recent years, the development and transfer of advanced manufacturing is done to professional services.

The main reason for this development is the emergence of phenomena such as the Internet, computer and information systems, respectively.

This change is due to the higher level of automation of factories and workshops, has caused challenges in the field of human resource management.

This has caused the US economy more than 80% of the professional careers of professional service and manufacturing up to 12% to 15% decline.

Market competition: other problems, increasing global competition. The competition increases the pressure on large companies to increase quality and reduce prices and thus the need for skilled personnel.

However, with the increased need for personnel with high skill levels in developed countries, need the low-skill assembly work in Third World countries has also increased.

Skilled labor shortage in recent years the industries that require higher education and skills we are growing and seem to need people with higher levels of knowledge and awareness is growing strongly.

Empowerment as a policy to meet the challenges of human resources management

In contrast, the empowerment of human resources management challenges arises.

Empowerment of the most effective steps to meet the challenge. Strengthening human resources for the organization of two important benefits.

First employee empowerment, motivation and a stronger, more committed and their capacity to meet the challenges to come Second, the prevention of some of the challenges of human resources management challenges rooted in the inability to act because many employees Unfortunately, the challenges of leadership in the organization, culture and economic issues on the one hand, the strategic development of human resources, including: organizational learning, innovation, staff development and customer success the other hand, have forced organizations to empower employees is strategic orientation. Nixon, a five-part strategy to improve human resource management capacity of these states:

Create a vision;

- Priorities and most effective action where possible;
- Improve and build a strong relationship with partners;
- Expand the network;
- The use of internal and external support dairy groups ((p.318, margaret, 1996

Conclusion

Man, as a fundamental pillar of organizational development, within the framework of group activities and their organizational role is important and significant.

Today, the growth and development of organizations depends applying human resources.

Management science theories of human cognition as a complex element in the organization, the human factor as the most important element for existence and survival of organizations know and increasing attention to human resources as a powerful tool in the transformation of their organization.

It seems that successful organizations greatest asset is human capital.

Regardless of staffing needs can not be the direction in which energy and resources to achieve the desired objectives.

According to today's rapidly changing world, it is called an era of change, organizations are facing many challenges, one of the most important challenges of human resources.

The process of globalization and privatization, the crisis of efficiency, freedom from bureaucratic structures and a tendency to decentralization, increased attention to the needs of customers.

Population growth and changes in the composition and age groups, and finally the expansion of unionism and improve labor relations are a number of challenges human resource management now has a global impact.

Scientific literature review of strategic management of human resources, shows The transition

from traditional personnel management to a strategic approach to human resources, is a complex process in which many factors affect each of the stages.

And some of the run-device management of human resources is as follows:

Human resources strategic planning at the national level and the harmonization of the structure of human resources with particular devices to reduce the unemployment rate.

Renovation of the structure of the classification and job evaluation

Change the attitude of the staff working in the field of culture, and even try to get a sense of ownership.

Given the motivation of individual employees' career success by establishing career development path for future managers of the enterprises.

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STRATEGY OF HUMAN RESOURCE MANAGEMENT IN COMPANIES

Mohammad, Ghasemi,

University of Sistan and Baluchestan, Iran

Issa Keykha,

MBA student at Azad University in Zabul, Iran

Abdollah Mahdavi Moghadam,

MBA student at Azad University in Zabul, Iran

Mohammad Azariyan Pour,

MBA student at Azad University in Zabul, Iran

ABSTRACT

Strategic human resource management, design and implementation of a coordinated collection of domestic policy and human resources Shyvñ-Hayy to persuade companies to contribute to the achievement of business objectives Myñ-Shvdv integral part of a broad strategy to achieve organizational.

And a method for determining the intentions and plans of the issues, such as employment, recruitment, training, compensation and performance management are concerned.

The strategic management of human resources in general to the relationship between human resource management and strategic management organization deals and concluded that effective management of human resources is one of the main problems faced by small companies that have the human resources in organizations are as a competitive advantage.

Any plan for setting up a company should be a road map for the transformation of the organizational structure and human resources systems have.

So should their expertise and knowledge about human rights issues in entrepreneurship include accurate and comprehensive understanding of the evolving and dynamic nature of human resource management in small and emerging companies added.

Keywords: human Astratzhyky; competitive enterprise; What

Introduction

All activities that influence the behavior of individuals in “strategic management of human resources means to motivate them to design and implement the strategic needs of the organization.

Wright and McMahon also strategic human resource management and allocation of human resources planning and carrying out activities intended to help organizations achieve their goals.

Strategic human resource management, a method for determining the intentions and plans of the issues, such as employment, recruitment, training, compensation and performance management are concerned.

The strategic management of human resources in general to the relationship between human resource management and strategic management organization.

The purpose of human resources management policies and measures required to implement the aspects of active management is part Azvzyfh depend staff, especially for recruitment, staff training, performance appraisal, rewarding and creating a healthy environment for staff and fair. For example, the policies and actions include the following:

- Analyze the job (the nature of work of each employee)
- Human resource planning and recruitment
- Selection of qualified candidates and training conditions-justification newly hired employees
- Management salary (the compensation of employees)
- Motivate and benefits
- Performance Evaluation
- Communicate with employees (interviews, consulting and implementation of Disciplinary Code)
- Development of human resources and training
(Commitment of employees)

Corporate strategy, human resources management perspective

In recent years, human resource management and corporate strategy management in both theoretical and practical levels mixed together, and this is the subject of a series of recent studies has been called human resource management, corporate strategy.

In this perspective, it is emphasized that human resources should be considered as a factor in corporate strategy, not just a role for the implementation of mainstream management strategy, and this element, such as a potential source of competitive advantage, flexible space is possible.

Corporate strategy, human resources management, design and implementation of a coordinated collection of domestic policies and ways to convince staffing company to participate in achieving business objectives are included. Corporate strategy, human resources management, integral part of a broad strategy to achieve organizational. Important areas of human resources shared by many working theories of human resource management, corporate strategy can be crucial.

For example, local employment opportunities, training, provision of budget evaluation, common interests, protection and participation of employees with a focus primarily on business strategy with corporate strategy, human resources management, systematically ignoring other organizational factors that may have a direct effect on the activities of the Department of Human Resources is controlled

Factors Affecting the Human Resource Management

Step into the world market to those companies that need to become familiar with the fact that these markets have characteristics their domestic markets are not the same.

Countries of different sizes differ and this emphasizes the attractiveness FDI in each country affected.

These differences determine the economic efficiency business in a foreign country and the human resources involved in this activity are undeniable impact.

International management team, some of the factors influencing human resource management in the global markets we have to identify and focus attention on four factors.

The four factors are: culture, human capital, legal system, political and economic system.

Culture: One of the most important factors affecting human resources management at the international level, culture is the company's commitment to it.

Culture is the set of assumptions, which are members of a community have in common, the assumptions forming ideas about the world, how it works and valuable goals.

Culture are two reasons for human resources management is important. Firstly, culture is often determined by other factors influencing

Human resources management in global markets.

Important roles in the human capital of a country's culture and laws leaves.

If the culture, education and training in the country and it is worth noting, in this case, people will try to strengthen their human capital. Finally, culture and economy, with a very close relationship with each other.

However, the most important reason is the importance of culture for human resource management, human resources management culture often determines the effectiveness of their actions.

Activities and measures in the United States, are efficient and effective, cultural beliefs and values may be different, they are not effective. For example, US companies based on evaluation of individual performance, are emphasized and the company, remuneration based on individual performance, are granted, while Japanese companies are expected to Drfalythay group of companies and are used for performance evaluation and reward group.

Therefore, an individual assessment and rewarding individual performance, is not effective in Japanese companies and organizations in Japan in the real world of these methods is very low.

Cultural traits on the quality of managers' behavior with subordinates and how to choose appropriate human resource management practices, influence.

Human capital capabilities and efficient manufacturer they noted that these capabilities include knowledge, skills and experience that has economic value.

Legal and political system, often on specific measures of human resource management requirements - such as training, compensation, hiring and firing into the lead.

On a broader level, legislative consequences and consequently, where there is cultural. It stems from the culture of the laws in one country special, often a reflection of social norms about what is legitimate behavior and shape.

Economic system: the economic system of the country in different ways affects human resource management.

As that was mentioned earlier, the culture of a country is closely related to the economic system of the country and the two system, to provide incentives for the development of human capital.

The socialist economic system, the lack of education, there are many opportunities for the development of human capital.

However, in this system, because the monetary rewards for increasing human capital, can not be granted, economic incentives human capital development remains small.

In addition, in the former Soviet Union, usually investment even in human capital, always does not lead to improvement and promotion, but this investment was in the Socialist Party which was leading to career advancement.

This mode of investment in the system there. In these systems, without additional costs, opportunity little remains for the development of human capital do not charge an opportunity to develop human capital does not occur however, those that strengthen its human capital, especially their investment through education, the financial rewards will have a better chance of winning.

The result is increased motivation for such investments. Salaries of people in the United States, often reflecting differences in their human capital, so that workers with higher skills, salaries low-skilled workers more than they receive.

In fact, studies show that for every higher education, the rights of individuals between 50 and 56 percent increases.

The health system also leaves a significant influence on human resource management.

Those countries developing a high level of hygiene and health, Compared to other developing countries, the cost of labor is higher.

The economic system through the imposition of taxes on salary is a direct impact on the management of its human resources.

In the socialist system, the distribution of wealth, therefore,

of those with better economic conditions, a higher percentage of income tax, are obtained.

But the capitalist system they allow a greater share of their income at their disposal, so that the individuals their motivation.

In short, countries in terms of culture, human capital, regulatory systems and systems differ.

These differences have a direct impact on human resources management system will be used in these countries.

Models of Human Resource Management

In international organizations and international human resource management models is as follows:

National model (ethno centrism): This model focuses on maintaining consistency groups to guarantee and improve its performance.

This model includes adherence to standards that are used in the parent company and so the external members of the group also coordinates with your standards.

Such an approach, has long been used by US companies that their actions were done through formal rules), such as McDonald's, Coca-Cola, etc. (In this project, human resource management is a decentralized entity whose duty, only control and running.

The advantages of this model include:

- A) integrated development of organizational culture;
- B) consistent among the actors.

The limitations of this model are:

- A) This model includes social and cultural characteristics of different countries is not -
- B) the model decreases diversity, so as a result, reduce innovation also involves.

- Multi-center model (- polycentric) The purpose of this model, the use of human resources policies

Local needs. Therefore, according to this model, decentralized human resources units benefit from management autonomy.

based on this model. “<<> World Think, act local” <. This motto is the best example of this model bilateral relations between independent companies are formed and accumulated around a central office.

Information in central organization exists legally independent companies measures assessed. The Central Intelligence agency, responsible for spreading innovation practices.

The advantages of this model include:

- A) human resource managers have a relative independence;
- B) including multi-cultural work environment.

The limitations of this model are:

- A) lack of cohesion policy in human resources.
- B) The decentralized departments of human resources with demands are different and this causes conflicts between them and the central office.
- C) decline of coherent organizational culture.

Climate model-oriented - (geo centric): In this model, the company is viewed as a network and as a flat structure is assumed.

Company has a large number of other companies that have legal equality. They flow through financial, human and intelligence to stick together. Companies that employ this model, global strategies to apply and the employees are cosmopolitan.

In this model, the idea of competence emphasized. The idea of internal promotion.

The limitations of this model are:

- A) the mobility of the labor force decreased by despair;
- B) cultural differences hinder dialogue between the members;
- C) performance evaluation and fair elections can be difficult.

In order to implement this system, human resource managers need to promote mobility, homogeneous evaluation procedures and provide standard training programs.

(Area based model regiocentric): In this model, according to the strategy and management, local coherent world is divided into regions around the local central office acts independently.

The local Department of Human Resources, Interfaces between headquarters and its members. The model and previous models have features in common.

If you want a comparison between this model and the European model do & correspondence between the model established under the which include:

Nationalist companies according to international companies. These companies are mostly multinational and global strategy executed - Various and Europe is only a small part of the business.

This explains why they are demonstrating that no European strategy. According to the company's multi-center European companies only.

The primary objective of improving the position of Europe in the business things. Climate-oriented companies in accordance with cross european companies.

Of Europe as a new dimension of orientation consider the same strategy and this is for two reasons: one, because national companies that are trying they market to conquer Europe.

Another multinational companies are mostly concerned with the European dimension. Axis territory, are associated with transnational corporations. They are trying to maintain national and international level. Thus, at the same time, national and international strategies are. (Such as Lufthansa and Renault)

Conclusions

When the new venture, an organization founded and the first staff recruitment, human resource issues and the role they play in the success of all organizations.

Nowadays, human resources, paradoxically, can be a factor for success or failure for all organizations.

Effective management of human resources is one of the main problems faced by small companies that have the human resources as a competitive advantage in the organizations are.

Any plan for setting up a company should be a road map for the transformation of the organizational structure and human resources systems have.

So should their expertise and knowledge about human rights issues in entrepreneurship include accurate and comprehensive understanding of the evolving and dynamic nature of human resource management in small and emerging companies added.

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THE RELATIONSHIP BETWEEN BRAND AND CUSTOMER LOYALTY (CASE STUDY: AIRLINES SKY)

Meghdad Farajpour Pirbasti,

Master of Business Administration student orientation change management (M.A.), Rasht Branch, Islamic Azad University, Faculty of Management, Department of Management,

Rasht, Iran(Author);

farajpormeghdad@yahoo.com

Sima Fathi,

Master of Persian language and literature, Rasht Branch, Islamic Azad University of Faculty of Human Sciences, Department of Persian Language and Literature, Rasht,

Iran.

ABSTRACT

In a world full of complexity and competitiveness of today, organizations need to use your customer oriented marketing strategy, have dramatically increased. Companies have learned that attracts people is easy, but turning them into loyal customers is very difficult to organize. This study examined the relationship between brand and customer loyalty is.

The purpose of this research is descriptive research methods and statistical population of airline customers is the sky that the number of samples based on the sample of 390 persons have been considered. Sampling is random. To collect data from the field using a standard questionnaire was used to collect data reliability by Cronbach's alpha was 0.87. To analyze the data of Fisher and Pearson correlation between variables.

According to the results of the analysis of assumptions can be said that the attitude toward the brand, perceived benefits, brand trust, to ensure there are direct and significant relationship with customer loyalty.

Keywords: brand; customer loyalty; customer satisfaction.

Introduction

Today's business environment is strongly influenced by competition among companies, rapid changes in technology and the constantly changing demands and needs of our customers. Companies need to gain a competitive advantage and succeed in this turbulent environment, the demands and needs of our customers at the center of their business activities (Priester, 2005) Companies find that very difficult to gain reputation and is very easy to lose it, companies need to rapid market developments, competitors, distribution system, the mass media that occur outside of insight by They, therefore, companies will be able to provide more customer satisfaction (Yasin, 2013).

Conscious companies are companies that are not only for sale but also long-term customer satisfaction through reliable and superior service along with the benefits they tried. Nowadays, customer satisfaction is not enough and the company should be happy to customer satisfaction, they should ensure that their customers satisfied, loyal too. In this paradigm, the aim of establishing long-term relationships with stakeholders and above all customer interactions so that retain more customers and fewer customers lost and thus long-term benefits that result, market share and profitability associated with the only increase (Yap, 2012).

Brands root role to play in designing marketing strategies and is increasingly seen as a valuable asset and a source of differentiation. Brands and perceived risk to the consumer search cost reduction and product quality are the symbol. One of the concepts that have recently attracted the attention of experts in consumer behavior has been the brand experience. This concept refers to the experience derived from customer interactions with a product, organization or part of it is that triggers the reaction of customers. These experiences are very personal and individual conflicts at different levels due to rational, emotional, sensory, physical and spiritual are(Kyung Hee, 2007).

Recent research shows that customers of the brand to other brands because of the advantages and benefits that he has experienced the benefits it chooses.

Brand experience concept with other related but different concepts are common in the literature, such as brand awareness, brand image, brand attitude, brand reputation and brand

equity point of view of the customer. Brand experience means mental reactions, internal (feelings, emotions, and cognitions) and consumer behavior to stimuli brand. This includes design, packaging, brand identity and notions such as these.

Brand experience can be positive or negative and, more importantly, this experience, ability to influence consumer satisfaction and loyalty as well (Yuting, Y, 2001)

However, in a highly complex market and faced with products that are equal for all parties, more consumers are approved to companies with diversified products and prefer low-cost brand loyalty firms approved more familiar name (Bakhtai,2007). Existing customers and ensuring a means of brand advertising to new customers. Companies with strong brand are more successful in entering new markets.

Brand name plays a key role in service companies because strong brand clients trust in connection with the purchase of intangible increases. Brand, will enable customers to better visualize and understand the intangible products. Brand comparison and evaluation of the initial Order services play an important role. Management and customer retention of the most important management priorities in service industries, particularly airlines (Rothe,1973).

Customer strategy, customer loyalty is of strategic importance for any organization. Thus due to the fact that customers in their decisions about the goods and services are considered. Organizations and institutions that are successful in building customer loyalty, gain great competitive advantage against its competitors. Today, studies have shown that customer satisfaction is no longer enough, but what is important to maintain and increase the loyalty of their customers (Yasin, 2013).

The purpose of marketing, demand management through customer growth and pushing up the maturity ladder is loyalty to the organization.

Loyalty is a positive attitude to a product that is caused by repeated use of it could be the result of a psychological process expressed. In other words, repeat purchasing only a voluntary response, but a result of mental, emotional and normative.

In addition, the study of factors affecting customer loyalty, manufacturers find that how can consumer information that is constantly changing and evolving, with the exclusion of the dimensions that the customer is more important, to attract customers and build customer loyal, to achieve more success.

One of the primary definitions accepted by Jacobi and Kainer loyalty has been focused on the repeat purchase and loyalty as behavioral responses are defined orientation over time (Alame, 2010).

Divett et al (2003) believe that customer loyalty and emotional attachment to the brand and the organization.

Heidarzadeh et al (2011) Brand loyalty is the ultimate goal of the organization is to have a product with a specific trademark. Priority or preference of buying a particular brand of a product shelf customer loyalty to the brand name. Customers have found that they are quick to design and healthy product mix, levels of quality with a reasonable price. The customer perception is the basis for repeated new purchases.

Carl and Ahooya (2006) found that emotional attachment to the brand, the brand loyalty and oral statements affect.

West leaves and Larnch (2009), found that identification with the brand and sense of community are two factors affecting the emotional attachment to the brand and emotional dependence, in turn impact on loyalty and active involvement. Shirin & Puth (2011), but in terms of brands, the value of brand assets, brand loyalty which demonstrates a consistent pattern of buying a particular brand over time and is a favorable attitude toward the brand. Brand loyalty when they are developed in accordance with your personality or image, or when the consumer brand of unique benefits and requirements of its consumers.

Emotional loyalty among consumers, the way they feel and brand value for their money there. Consumer loyalty is often translated to the growth of a company and therefore, the principles of consumer loyalty, still remains a major challenge for many companies (Apaolaza, 2005).

Given the above, researchers need to examine the relationship between brand and customer loyalty is determined.

Methodology

Research has shown that if the company can not have emotional attachments to customers, are likely to fail in the real loyalty emotional dependence, psychological state of mind to suggest that emotional and cognitive strong bond, brands that are associated with such Frdbh seen as an extension of personality.

This study examined the relationship between brand and customer loyalty is the basis of assumptions is as follows:

1. There is a relationship between the attitude to brand and customer loyalty.
2. The perceived benefits of brand and customer loyalty there.
3. There is a relationship between brand trust and customer loyalty.
4. Of confidence in the brand and customer loyalty there.

The purpose of this research is descriptive research methods and statistical population of airline customers is the sky that the number of samples based on the sample of 390 persons have been considered. Sampling is random. To collect data from the field using a standard questionnaire was used to collect data reliability by Cronbach’s alpha was 0.87. To analyze the data of Fisher and Pearson correlation between variables.

Analyze

1. There is a relationship between the attitude to brand and customer loyalty.

By analysis of variance

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	4132.8	1	4132.8	915.5	0.000
	Residual	1751.4	388	4.51		
	Total	5884.3	389			

F test in the table above to determine the significance of the effect of the independent variable on the dependent variable studied. According to the chart, we can say that the relationship between attitudes to the brand and customer loyalty at the 0.05 level is confirmed.

The regression coefficients

<i>Model</i>	<i>Un standardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>		
	<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>	
1	(Constant)	2.87	0.39		7.2	0.000	1.000	1.000
	Negaresh	1.09	0.03	0.8	30.2	0.000		

The positive regression coefficient indicates that the attitude to brand and customer loyalty linear relationship is established.

2. The perceived benefits of brand and customer loyalty there.

By analysis of variance

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	1753.73	1	1753.73	402.69	0.000
	Residual	1689.72	388	4.35		
	Total	3443.45	389			

According to the chart, we can say that the relationship between the perceived advantages of brand and customer loyalty in a significant level of 05/0 is confirmed.

The regression coefficients

<i>Model</i>		<i>Un standardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1	(Constant)	3.42	0.36		9.29	0.000	1.000	1.000
	Negaresh	0.69	0.03	0.71	20.06	0.000		

The positive regression coefficient indicates that the perceived advantages of brand and customer loyalty linear relationship is established.

3. There is a relationship between brand trust and customer loyalty.

By analysis of variance

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	2029.94	1	2029.94	493.87	0.000
	Residual	1594.76	388	4.11		
	Total	3624.7	389			

According to the chart, we can say that the relationship between brand trust and loyalty of customers at the 0.05 level is confirmed.

The regression coefficients

<i>Model</i>		<i>Un standardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1	(Constant)	2.94	0.34		8.60	0.000	1.000	1.000
	Negaresh	0.71	0.03	0.74	22.22	0.000		

The positive regression coefficient indicates that the linear relationship between brand trust and customer loyalty is established.

4. of confidence in the brand and customer loyalty there.

By analysis of variance

	<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	1528.648	1	1528.648	282.967	0.000
	Residual	2096.060	388	5.402		
	Total	3624.708	389			

According to the chart, we can say that the relationship of trust and loyalty to the brand in a significant level of 05/0 is confirmed.

The regression coefficients

<i>Model</i>		<i>Un standardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>T</i>	<i>Sig.</i>	<i>Collinearity Statistics</i>	
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>			<i>Tolerance</i>	<i>VIF</i>
1	(Constant)	2.469	0.474		5.213	0.000	1.000	1.000
	Negaresh	0.514	0.031	0.649	16.822	0.000		

The positive regression coefficient indicates the linear relationship between confidence in the brand and customer loyalty is established.

Pearson correlation table

	<i>Confidence</i>		<i>Advantages</i>	<i>Assurance</i>	<i>Attitude</i>	<i>Loyalty</i>
Confidence	Pearson Correlation	1	0.748**	0.695**	0.778**	0.762**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	390	390	390	390	390
Advantages	Pearson Correlation	0.748**	1	0.649**	0.714**	0.691**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	390	390	390	390	390
Assurance	Pearson Correlation	0.695**	0.649**	1	0.697**	0.716**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	390	390	390	390	390
Attitude	Pearson Correlation1	0.778**	0.714**	0.697**	1	0.838**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	390	390	390	390	390
Loyalty	Pearson Correlation	0.762**	0.691**	0.716**	0.838**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	390	390	390	390	390

Discussion and conclusion

The organization should assume that all customers receive the same level of satisfaction. May require multiple loyalty programs according to our customers' satisfaction levels. Satisfaction measure that is implemented only at the end of the evaluation period, but a process that should be conducted on a regular basis will lead to success.

The assessment must be satisfied during the period and on a regular basis. If customers do circuiting transfer encompasses the cost of that organization in turn to give them money. The behavior of managers and employees with all customers is equal treatment and respect.

At the time of its commitment and act sooner.

Policy, planning and decision-making customers asked for their constructive and positive ideas and applied. When the manager, reviewed performance in a logical manner, and bring into force a comprehensive and timely manner to allow customers to submit their comments, the customer is the belief in the importance of his status as their effects in achieving the goals it establishes, which indirectly on confidence and ultimately their decision to re-purchase or withdrawal are affected.

According to the results of the analysis of assumptions can be said that the attitude toward the brand, perceived benefits, brand trust, to ensure there are direct and significant relationship with customer loyalty.

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THE NEED FOR COMMUNITY CAPITAL AS A NEW CONCEPT IN PLANNING

Meghdad Farajpour Pirbasti,

Master of Business Administration student orientation change management (M.A.), Rasht Branch, Islamic Azad University, Faculty of Management ,Department of Management, Rasht, Iran,

farajpormeghdad@yahoo.com

Ebrahim Jahani Nashrodkoli,

Bachelor of Architecture, Langerod Branch, Islamic Azad University, Faculty of Architecture, Department of Architecture, Langerod, Iran

ABSTRACT

The purpose of this article is to introduce a new concept in programming called "Community capital". Certainly in There is a lack of planning concepts. The concepts that arise from different ideas, different views offer Programming. The most important ones are: 1. process or method to achieve the desired future state - the so-called planning theories; 2. the idea that planning a series of substantive theories to explain the genesis, evolution, growth, and decline of human society sees - the so-called theory of programming; 3. The idea that planning as a tool or a tool to guide changes to a specific purpose or purposes sees – Called theories for planning. In this paper, analytical approach to evaluate and scrutinize the concept of capital theory complex biological role, Importance and its place in the urban plans and programs. In other words, according to the assets needed complex invites to build a successful life.

Keywords: Integrated Capital Life; the endogenous growth; social space; inclusive society.

Introduction

Understanding complex biological necessity of capital

Although planners have divided spite of the process, form and content of the program, set them to solve specific problems or issues in a more comprehensive use of the form, but going beyond the problem with this method is very difficult through , Especially when the subject of a comprehensive development plan for the territory has been identified, such as the development of a country, a region, a city or a neighborhood. In other words, what is the failure of the authorities to plan their inability combination of methods, tools, and ideas were not planned, But their inability to understand the complex components of a successful life, and to determine the equipment needed to build the complex. The problem can not be blamed only planners, Because the root of the problem in the nature of interdisciplinary knowledge that planners often remove them from other areas of the social sciences, including economics, sociology, politics and geography are (Williamson O. ,2002). In recent years, planners have felt a need to use an interdisciplinary approach that d. But so far no theory of planning or conceptual tool that can be a serious interdisciplinary approaches, theories and tools to integrate the planning, There is not. Single stranded common areas, planners in the course of this integration is disabled, but if planners were able to define a core concept for

the field in a way that other concepts in the single-strand synthesis, the problem could be lower . For example, single strand of four areas that planning is the perception of them, mainly on the economy, sociology of values, institutions, politics, and geography of space(Camagni ,2004).

Professional planners have become more complex phenomenon of globalization. It is often assumed that the (complex biological) - that is, Where traditionally the action plan it happens - The phenomenon of globalization has disappeared and the planning, At least in terms of the theoretical and educational needs of globalization. But globalization, as many have observed, it has been a resurgence in place, so that it is only appropriate spatial scale for action planning has become. Along with this event, the concept of “social state” is increasingly accepted and applied at local levels - The so-called “transfer movement and transfer of power” is called. This event is particularly interesting, because globalization

Polarization efficiency of your local needs, is the result of the increasing importance of information technology and the advent of the ubiquitous society or knowledge (OECD ,2001).

The “inclusive society” refers to the place where individuals, organizations, institutions and networks in the system. This is “the polar orientation of the world” and “the functional requirements of global integration” of the recent popularity of the field of integrated development of urban planning is vital in all schools. But the new focus on “integrated development friendly”, such as specialty programming their predecessors, to move forward without the original concept and organizer(Capello,2001). It may be asked: Main organizer of the new strategic concept as string theory and practice is?

Definition and content of the concept of Integrated Capital Life

Accepting life as the most appropriate unit complex planning, analysis and action, “Integrated Capital Life” as the core concept of the program is recommended. Although the concept is not new money but “complex biological capital” as a new concept of planning. Because of the newness of the concept of capital, in particular organic compound is not just another form of capital. For example, complex biological assets, such as economic capital, human, social, physical, computer, etc. is not. The concept, based on four basic concepts combining the power of single stranded Planning- The material, values, institutions, and space - within a the theoretical framework is interdisciplinary. But why the concept of “capital” we use?

The first meaning associated with the capital increase and the meaning of their existence, the rest can be found through identity, And they share the same concept of biological complexes that can show relationships as well. With a capital in the sense of purpose, its expansion social, and cultural relations.

Localisation is often thought to be planning where traditionally it happen - with the phenomenon of globalization has disappeared. While globalization has led to the revival and strengthening of local (organic compound) is, to the extent that it has become only the spatial scale for action planning.
Each of even its poorest, its benefits, is eligible. To discover the advantages we have is sufficient to look deeper into the complex life. Look no planners.
With the adoption of biological complexes as the most appropriate unit for planning, analysis and action, “Integrated Capital Life” as the core concept of the program is recommended. Complex biological importance of capital is a combination of four basic concepts of single stranded Planning the matter, values, institutions, and space within the theoretical framework and is interdisciplinary.
What made planners failed inability combination of methods, tools and theories of planning, but also the inability to understand the components of a successful biological complex, and so determine the tools needed to build it.

Figure 1 - The necessity of complex biological concept of capital

Source: author

Second, the social concept of multi-dimensional space, the possibility of the unity of space and time perception it provides. Here, time and space combined, the text for the various aspects of physical, social, institutional and even psychological life provides the biological complexes.

The concept of capital within the capital there is in view of the importance of biological

complexes.

Less use of assets, including coding knowledge is not even that often and multiple location meetings between people exchanged complex biological, helps. Can be considered the world's poorest biological complexes and to identify characteristics a new form of its potential benefits we offer (Coleman ,1990). Even less of it every society, has its own advantages. These benefits are sufficient to detect a deeper look at the complex life, we do not look at the program. Finally, the concept of biological complexes attention to what a complex biological capital for a better quality of life of, or have to offer them guidance. In other words, according to the assets needed to build a successful biological complex invites. The practical application of complex biological capital for the organizers and planners of the complex life as policymakers attractive and thereby not only to solve problems but also to mobilize and equip the ecological complexes helps development (Putnam R. D,1993). A list of what the concept of biological complexes in the capital is as follows:

- Geographical location
- Natural Resources
- Business Environment and Natural
- Customs and traditions
- Quality of life
- Savings resulting from the accumulation of economic activities

Life complex regional capital also includes assets that reflects the importance of investment, such as:

- An environment conducive to the growth of trade and industrial areas
- Business network which reduce the costs of trade transactions.

But what is less discussed, relationships that so-called “non-trade interdependencies” are known;

Such as:

- Perception and awareness
- Customs and conventions
- Unwritten rules and systems of trust
- Solidarity, mutual assistance and the exchange of thoughts and ideas

Commonly called the four elements of the social capital that are different in each community with others. The above list contains all components of complex biological assets are not included. Another factor that should be mentioned, for example, a “medium” or intangible factors on the community. All the result of a combination of institutions, rules, practices, producers, researchers and policymakers that allow for innovation and creativity in general(Dosi, ,1982).

Life in the desert to build a complex think. What is needed? To all the different aspects of a complex life forms should be considered: economic needs, or what is produced and consumed, cultural and spiritual needs, which are part of every society; Social life, relationships between people, such as holidays, weddings, divorces, political life, including voting, political participation, rule changes, revolutions, and spatial relationships, or the space around and in one place. For practical living space all the above factors must be considered in the context of the existing chain all these factors have spatial structure and network are built like a network within a geographical area you can be. Thus, relationships and social components, spatial, economic, political, cultural and spiritual dimensions of the mirrors are formed.

The importance of the concept of Integrated Capital Life

Over the past few years, the value of the concept of “Integrated Capital Life” by changing production systems, which began thirty years ago, has been increased. At first, the system of consumption / mass production of cheap labor was needed. Cuts in wages the proportion of the total cost and improving transport and telecommunications companies were easily able to relocate if necessary.

Consequently, the period of “mass production” of course “flexible specialization” was terminated upon the manufacturer’s ability to meet the needs of consumers in a more personal items, by small and medium production units, which simply shift was consistent with find a. In this scenario, where the investment is of particular importance, Because investors are not usually “economies of scale” through

“Space economy” compensate. The places with the highest returns and lowest risk to be considered

Respectively. That land was causing rupture. Certain areas based on the comparative advantages in certain types of specialized production respectively. Industrial areas with a more advanced division of labor system more efficient production systems and at the same time at a lower cost, Emerged. At the same time it is proved that geographical proximity and trade cooperation between firms which further reduces the cost. “Capital Life Complex” For some investments, depending on the region, its assets and potential more efficiently than any other investment. Why is this so? In this way of looking at the complex because life is based on what is presented, not what does and does not offer. The ability to identify and mobilize resources and encourage them to be a key concept. After identifying a specific investment, whether actual or potential, one can determine the most appropriate kind of activity for that area. This means that space is considered a new factor in production. Ricardo regions have comparative advantages. In other words, these regions due to the relatively low cost of production factors are more competitive. In addition, these areas due to the region’s unique assets, is absolute advantage. The new focus on capital endogenous growth theories of biological complexes, including geographical proximity, shall be confirmed. In the process of the advancement of technology is known as one of the factors of production. Instead of importing technologies by companies (external variables) can be an integral part of the company’s activities (internal variables). “Inclusive” one of the things that is causing this process. People, companies and regions all can learn and learn, but the new method of biological complex land acquisition. Economic externalities another way and it occurs that results in

Not, Such as increasing the efficiency of a business to increase productivity of other commercial companies in the field of lead, as an employee, their colleagues and increase their energy is energy which is mobility. Here again the complex biological and proximity are key factors for strengthening the acquisition of companies and individuals. “Accumulation of knowledge” The third aspect of geographical proximity and cooperation between businesses. Increasing the productivity of researchers from stored knowledge. The increase productivity and reduce the cost associated with an increase in accumulated knowledge. Increasing productivity is a function of supply and quality of infrastructure businesses in

Life is complex(Krugman, Paul ,1993).

If capital components of biological complexes to be used properly, they are leading to increased productivity, while growth will be derived from endogenous to exogenous higher. Particularly in relation to endogenous “economic savings resulting from the accumulation of economic activities”, social capital, and “non-trade interdependencies” is obtained. Moreover, in recent years, the tendency of biological research and development complex environment to improve the way has been the extent of the compression method, and while it has its share of endogenous growth approach is effective. The method is widely assumed that not only individuals, but also communities, cities and regions have the power, so let us learn from them as the “Regions and cities in a comprehensive” learning and the facilities provided to them.

The consequences of policy tools for the concept of Integrated Capital Life

The concept of complex biological capital for existing policy instruments and also policy implications associated with new and wide. The results of economic policy based on the concept of biological compounds to address the investment of capital in areas where maximum benefit can be obtained from them. In such a situation, the more efficient allocation of resources and subsequently higher growth and more durable accrue to the country. In this way, closer to the areas where their investment. But first need to identify the biological advantages of integrated payment. One of the oldest and traditional policy tools to encourage investors to take advantage of the tax

incentives, to invest in areas that are not normally absorbing capital. Unfortunately, in the long run, this kind of policy is not conducive to the development, Is no guarantee of coordination between environmental investments and capital is complex and it has been the discovery and development of complex biological capital does not help. Rich biological communities, living and dynamic. According to neoclassical economics, territorial space is usually uniform. But with regard to resources, the idea would be wrong.

A diverse biological communities and different countries has been established. Here we discuss a new policy approach is needed, based on public policy, with the aim of encouraging the development of land or restrict the territorial inequalities, First of all vital step in the development of complex capital. In fact, the vision and attitude of most suitable type of policy because all efforts in order to build a better life for the residents of the complex biological and capacity for the job. Another thought that the concept of capital caused by complex biological functions of complex biological inseparable of its spatial structure. Is there a place in a complex biological reasons because of the way its spatial location or to activities that occur in it. The author believes that because of the place because of the events that are happening. (Lucas,1988).

For example, consider a college town, if the university is to be removed, whether the identity and image of the city life will be preserved? No, surely not remain its original identity. The city and its functional role the two are inseparable. The living space is where it the activity is a new subject.

A real distinction is the distinction between space and activities. For example, a sector of economic activity specify the amount of land that is connected.

According to the distinction between capital and land in front of the complex biological and unrealistic distinction another. A country can not be seen as a box where things are located. Instead, the land should be seen as a network of relationships. Therefore, According to the new proposal, people in front of a real difference there as well.

Does a nation can be prosperous without their residence be prosperous? Of course not. A site can not exist without its inhabitants, because without local one pristine nature. Also, people without the abstract or anonymous and can not be present.

Another consequence of this theory is that the concept of complex biological assets specific to a region, the ability to better understand how to effectively combat regional inequalities of development within a country enables.

Enabling a country or region through being integrated development of the power of capital to that country or region that develop their activities in such a way that activities in the same country or region of each country or region are no longer profitable. Finally, this type of resource allocation efficiency more and leads to a situation in which it specialized complex called(OECD, 2001).

Enables specialization area, economic savings resulting from the accumulation of important economic activities to acquire, develop their territorial capital, more and more competitive and attract more economic activity. The Special complex biological activity of polarization leads in the national and international levels. Many believe that countries around the world such as the United States has gradually become specialized and regional inequalities The total decrease a. So, no surprise that regional inequalities in the United States than Europe.

For example, GDP per capita income differences among regions in Europe is twice the difference in the United States. One of the consequences of complex biological capital theory is that the relationship between local and global theory over the competitive draws better. In particular, this theory can be increased due to intensified global competition and competitors to due to explain globalization.

The competition only to countries, industries and manufacturing units is not limited. Cities and regions play an important role in this regard and they are in competition with each other (Grootaert & Bastelaer, 2001). Cities and regions that are more competitive power, benefit from the globalization process have the cities and regions that are less competitive. In fact, the latter group, the poor areas, from increasing economic interdependence among the countries of the world and hurt. The difference between the competition authority worsening inequality between regions within countries. This is where the expertise of regional integration on the basis of complex

biological assets to help reduce these inequalities(Malmgren, 1961).

Capital theory of biological complexes to reduce inequalities by encouraging authorize regions, Which means a combination of decentralization in decision-making and freedom to focus on the activities of the law do not let the distribution of power and economic and social policies, also helps. In the modern age is often seen two trends within countries. First, regions with lower relative advantages, which the central government to develop infrastructure and public services seek help to find more attractive for investment.

Second, regions with higher comparative advantages, calling for economic and political autonomy and authority.

Thus, in some countries the process of development and globalization has been accompanied by increasing regional authorize. Some regional planners of the regional authority could reduce the gap between regions are skeptical. Perhaps because of this stance in their thinking and action plan within the framework of the old concepts. But relative to the effect that they authorize the further, more to reduce regional inequalities are uncertain, it is understandable undoubtedly, the regions that benefited most from globalization are to authorize more profits are higher. Their chances are greater profitability and more controlled. A reverse case in areas that are less profitable is true of globalization in fact, it may be even more the economic problems of these areas because they can no longer continue to benefit from state aid. This is an appropriate and balanced collective governance is crucial for the development of complex life.

The report is only possible if the substrate is prepared (especially in relation to the distribution of power and responsibilities between the central government, regions and cities in the areas of legislative, financial and economic). According to the principle of decentralization in decision-making aim to achieve maximum coordination between the consumers of public goods and authorize payment of the cost of production. In contrast, the principle of guardianship, those who are affected by a certain issue should be placed in power are responsible for which specific issues. Usually fiscal federalism in most countries according to economic logic is executed. Therefore, the public authority must be corrected in order to land policy to be more effective institutional structures to support economic dynamism(Camagni, 2004). The areas of cooperation between the public and private sectors and representatives of civil society must be developed in a way that meets the needs of complex life is more important, Such as unemployment and the economic expansion, to meet. The best form of collective dominance the company is a form of direct popular demands, particularly in making decisions that benefit goes directly to participants in them(North D, 1990).

Capital biological complexes and public policy

At the same time, the concept of biological complex capital structure policies, macroeconomic, industrial and regional needs and resources associated with biological complex helps. In other words, these policies within the framework of the concept of biological complexes tend to take a more comprehensive form. General conditions needed to provide welfare means growth without inflation, unemployment and other negative effects of external, complementary macroeconomic policies in the Complex Life is obligatory. The main objective of macroeconomic policy to facilitate the development of integrated bio-compatible with the various elements of mass demand, including private consumption, investments, Government consumption and net exports. Or biological complex suitable macroeconomic policy must keep inflation at least the minimum necessary to keep the public budget deficit. Market flexibility as an important assumption, the neoclassical macroeconomic policies are partly regulated by it, is rarely true in relation to the labor market. Therefore, structural policy should be to supplement traditional macroeconomic policies implemented at the level of biological complexes(Nelson & Winter, 1982). The main objective of structural policies, improving market efficiency and productivity of production factors. Market efficiency is increased, if the market free functionality, without any limitations and deficiencies, have. This means that the regulatory reform must be continued to the extent that any waste laws and administrative formalities to be resolved . In other words, it is that the market should be transparent and free from any unfair trade practice that violates the principle of competition, such

as corruption, monopolies and cartels are consuming. Certainly, these policies should be directed at regional and local levels run, because it is at these levels that the inability of the market as a result of the market reform policies can be evaluated(Camagni R,1991).

Industrial policy should be reviewed in the land. In the past, industrial policies have been different purposes at different times and in different countries. These policies are usually targeted on the whole country, even if principal areas of natural selection and location of the industry is desired Camagni, 2002).

There was no history or comparative advantages in industries play an important role in the settlement. Also, in the last twenty years, one of the objectives of industrial policies in certain countries to facilitate The establishment of large industrial complexes by domestic or foreign companies has been integrated. The deal also now need to change, in the sense of establishing more popular industries for integrated environmental and industrial policy based on it, are(Becattini G,1990). Maintaining and developing the role of the central government and the industry benefit from the advantages of bio-industrial complex (Scott, 1998). Among the advantages of complex biological education, training and creativity are more important. In this regard, urban and industrial development areas as important actors appear. In the market place, any place that should be offered special privileges to attract a certain industry or industrial sector was sufficient. Two types of performance for the construction of ecological industrial policy is useful. First, policies to reduce the operating costs of the industry by investing in transport and communication services are designed. Second, policies to strengthen the competitiveness of the market in general and specifically designed for the local market(European Commission, 2005). Therefore, industrial policies can be targeted or biological complexes and their main goal is not just industry. Last areas of policy, the theory of biological complexes that can help to define it again, regional policy . In the past, any policy that targets areas with the lowest relative score were willing to provide these tools are(Romer P, 1990):

1. Large subsidies
2. Preparing economic poles of man-made
3. Developing technological cities
4. Attempt to revive the declining industrial cities in order to protect local jobs

Over the years, gradually came to recognize that these policies and their implications are limited or general failure are leading and in addition to this trend, a new trend began to emerge in the regional politics that the focus on complex investments for the development of regional and national life is more important. This new approach is based on five pillars (Oates, Wallace E., 1972):

1. The main aim of regional policy must be based on the areas with the lowest relative score, but also to all regions of the richest to the poorest areas of consideration.
2. Regional policies not only to attract investment through subsidies and tax forgiveness and non-cash items and have poorer areas rely problem. In contrast, regional policy should be to make sure that all areas are able to maximize their development opportunities, including opportunities that exist in complex biological (endogenous development).
3. Regional policies to artificially maintain the same level of development of infrastructure in all regions, but should be designed in order to create a suitable environment for the development of industrial units. Because this type of development characteristics of the region is dependent on the underlying policies may be based on other characteristics or features of biological communities be designed(Porter, 2000).

Another new regional policy on physical infrastructure as the shape does not look real. In fact, today the intangible infrastructure, such as science, technology and innovation are more and stress. So today, run policies aimed at improving the competitive advantage and attractive areas. These policies include: 1. contribute to the diffusion of knowledge (education, training and specialized courses), technology and creativity; 2. implement policies that are leading to the growth of capital companies; 3. removal of barriers on the way of competition by giving more flexibility and fluidity of the market activity by reducing cumbersome regulations; 4. infrastructure

and new communication technologies to improve the relative competitiveness and its attractiveness to new business areas; and (5) fair distribution of responsibilities and financial resources between policy levels (central, regional and local). In connection with this transfer of responsibilities (decentralization) to complex biological avoided unless necessary financial resources and freedom to provide this kind of focus (OECD, 2000).

One of the oldest and traditional policy tools to encourage investors to take advantage of the tax incentives, to invest in areas that normally are not absorbing capital. Unfortunately, in the long run is not conducive to the development of this type of policy is no guarantee of coordination between environmental investments and capital is complex, and that it does not contribute to the discovery and development of biological complex capital.
Integrated Capital Theory to reduce environmental impact by encouraging authorize unequal parts, which means a combination of decentralization in Decision-making and decentralization of the activities of the distribution of legislative powers and economic and social policy, too, can help. The report is only possible if the bed is prepared, particularly in relation to the distribution of power and responsibilities among the only central government, regions and cities. Usually fiscal federalism in most of the countries according to economic logic is executed. Therefore, collective sovereignty, territorial policy should be modified in order to be more effective institutional structures to support economic dynamism.
The concept of biological complex capital structure policies, macroeconomic, industrial and regional needs and resources associated with biological complex helps. In other words, these policies within the framework of complex biological Try to take the Cup. For example, regional policy is based on complex capital being duplicated using not look the other tangible infrastructure. In fact, today the intangible infrastructure, such as science, technology and innovation are more and stress. Therefore, policies aimed at improving the competitive advantage of today's run and the attractiveness of regions, Such as contributing to the dissemination of knowledge, development of technological infrastructure and communication networks and the fair distribution of responsibilities and financial resources between the central policy level, regional and local.
"Think global, act local" local planning and the local people: how to live and what their relationships. In fact, integrated communications experience to live this life together, and building a complex biological means to strengthen this type experiences and communication

Figure 2 - Capital biological complexes and public policy

Source: author

Conclusion

As globalization has proceeded, the local dealer has gone. The truth is that these tendencies are not balanced and parallel to each other before, but they are phenomena of uneven and overlapping. Therefore, the local and the global community to shape the way the world is, Although these are two major differences. The result would be the creation of a new connection Social space, which means that network communications are often formed in the region in the world is fading (Benko, 1997).

It is not surprising that planners are increasingly being integrated development, Where the capital is a complex biological key concept for the organization, are interested.

"Think global, act locally" has never been much of a good concept as it is today. The local planning and local people: how to live and what their relationships. In fact, integrated communications experience to live this life together, and building a complex biological means to strengthen this type of experience and communication. The concept of biological complexes reflect the growing importance of concepts such as human capital, physical, economic, social, political, technological and institutional that all this capital investment within the meaning of complex integration is vital.

In this article I will review the basic principles of complex biological and recommendations in relation to the meaning, components and consequences of different policy areas has to offer. But most importantly, on which to build complex biological importance is emphasized. Here, the idea that different types of capital investment can be integrated better life together that was discussed

and the interference of the normal discussion to develop a theoretical framework

To “biological complex of” leads. The complex biology of the mentioned process by which complex capital to build a complex variety of biological life experience, communication and networking are together. Capital biological complex at the intersection points of the different forms of capital, and it is the only form of capital that can form the basis of a rigorous theory of complex life.

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USE STANDARD PROJECT MANAGEMENT STRATEGIES

Masoud Kamangar,

*Civil engineering, Anzali Branch, Islamic Azad University, Faculty of Engineering,
Department of Engineering, Anzali, Iran*

Daniyal Mohajeri,

*Bachelor of Political Science, Rasht Branch, Islamic Azad University, Faculty of
Humanities, Department of political science, Rasht, Iran*

ABSTRACT

The use of project management techniques and the nature of the problems in implementing projects, it is a waste of human and financial resources.

The project management is a topic of great knowledge and project-based organizations are looking for. In this regard, following the globalization of labor markets and companies, need to apply standard project management creates different standards in this area.

Project management body of knowledge is a general term that describes the project management body of knowledge in the profession. Like other professions such as law, medicine and accounting, this body of knowledge to professionals and academics who use it and promote it, they are based. Full knowledge of project management body of knowledge includes proven traditional practices that are to be used, as well as knowledge of innovative and advanced practices which have seen limited use, and is included published and unpublished.

The aim of this paper is to introduce standards in project management should be a general introduction to PMBOK standard.

Keywords: Standard; project management; PMBOK.

Introduction

By expanding the company's business and globalization projects, the use of standards for the compassion of the people involved

The project work is necessary to ensure the implementation of true. Standards, in addition to explaining the work and determine how to implement. Correct operation, as a reference for the group project is in dispute. Standards in their comprehensive strength, simplicity, generally accepted usage and ensure it is working properly is to run. Due to the globalization of companies

Manufacturing and development of labor markets, the project manager should be familiar with project management standards, utilization they can assist them in the implementation of the project (5). From 1990 onwards, various standards have been developed worldwide in the field of project management. Among the countries in which project management standards have been developed independently of the US, Britain, Japan, Australia, South Africa and New Zealand respectively.

Although Japan has a particular structure is standard, but the committee's project management, project management for the design of national standards, many efforts have shown, it can be said at present China and India to develop a national standard for management have shown a particular interest in your project. Define and develop a range of knowledge and the development of guidance for project management requires comprehensive activities of various institutions. For example, organizations such as PMI, IPMA, APM, IAPM, JPMF an active role in the development of management standards, projects have played (6).

In Australia, working closely with the Australian Government and the cooperation in the field of project management performance standards AIPM Institute. On the other hand, the industries and institutions in the use of guidelines and standards that are drawn by professional organizations and governments have been developed project management and technical of concepts such as vocabulary, project management processes and procedures internal validate emphasized.

Standard is proof that the general consensus was prepared and approved by the competent authorities for repeated use and the rest is necessary. Standards, in addition to explaining the work and determine the proper execution of the operation, as a reference for.

The group project is in dispute. Standards in their comprehensive strength, simplicity, and ensure the correct implementation of the public credibility of users (4).

The proposed standard in project management

Different standards have been developed in the field of project management that some of them have been mentioned and the following table (2).

Table 1.

Table standards in project management

<i>As standard</i>	<i>Organization Name</i>
The scope of knowledge of project management (PMBOK)	Project Management Institute (PMI)
Management Maturity Model Organizational project (EPM)	Institute of Management Project (PMI)
Project management	Project Management Institute Australia (APM) F
Project management and Program for innovation Organizational	Certification Center Project management and Japan Project Management Association (PMA)
PRINCE	Projects on the environment Controlled, (PRINCE) Central Office Contacts England
APM Bok	Project Management Institute Management Research Center Projects
Qualifications International Association Project management The	International Association Project management

My scope and objectives of a number of international standards

This section introduces a number of important standards of project management, the use of these standards, the global causes of these standards and the specific characteristics of the studies (1).

Table 2.

Table a number of important standards in project management and their characteristics

<i>Because of globalization Standard</i>	<i>The purpose of the standard</i>	<i>Domain</i>	<i>Standard</i>
Relevant Useful Acceptable Applicable Meaningful Used Valued	<ul style="list-style-type: none"> • promoting professional • as a basis for licensing procedures, Classification of goods, services and project management 	World	PMBOK(R) Guide (PMI, 2000)

Befit? Usefulness Credibility The executive? Meaning? Old and familiar being valuable	<ul style="list-style-type: none"> • definition of terms and processes • The standard initial views on • Quality in project management is a necessity. 	World	ISO 10006
Befit? Usefulness? Acceptable? The executive? Meaning? Old and familiar being valuable	<ul style="list-style-type: none"> • definition of terms and processes • an appropriate guide for project managers 	National	BS 6079
Befit Usefulness Credibility Implementation of The significance of the Old and familiar being valuable	<ul style="list-style-type: none"> • Definition of terminology and processes • egitimate requirements of national / local 	National	German Standards DIN 69900 To 69903 and 69905
Befit Usefulness Credibility Implementation of Meaning? Old and familiar being valuable?	<ul style="list-style-type: none"> • certification to professionals • Professional Upgrade • as a base for military training Be. 	Regional	APM BOK (Vers,3.0)
Befit? Usefulness Acceptable? Implementation of	<ul style="list-style-type: none"> • Professional upgrade • validation and accreditation of individuals and Evaluation • Applying PMBOK Guide 	National	Australian National Competency Standards for Project Management
Befit? Usefulness Credibility Implementation of Meaning? Old and familiar being valuable	<ul style="list-style-type: none"> • Coordination • sources and a source of • a basis for certification of persons • describing PM 	Regional	IPMA Competence Baseline (ICB) (IPMA, 1999)

As can be seen from the above table, some of the standards in the field of national and some regional and international findings in the field user. Classification was done with the help of which is, in general, project management standards focus on three main issues, namely:

- People
- Organizations
- Projects

Introduction of project management standards

Further details of some of the standards mentioned in this section is proposed to provide the Foundation to become acquainted with them, in order to create a desire and interest in its use in organizations and companies projects it also takes effort.

PMBOK standard

PMBOK most common global standard in project management and project management systems is the criterion for shaping and assessment. Many of the most common definitions, terminologies and classifications that are used in project management of this standard have been harvested. In other words, PMBOK global common language in project management.

The PMBOK stands for Project Management Body Of Knowledge and Persian to spread knowledge of project management, project management body of knowledge or simply to knowledge translation project management. The Body of Knowledge comprehensive set of professional knowledge and skill that a form (8).

History

PMBOK way international institutions and non-profit called Project Management Institute (PMI) has developed. This standard with great efforts of those involved in project management and the development of its successful models and experiences gathered by these individuals and not mere theory.

The first draft of the standard was developed in 1987 and various versions of it were released in the following years. The latest version, the version 4, was released in late 2008 (7).

Standard content

PMBOK standard for project management identifies 42 process. 42 The type of work that is sufficient to manage any kind of project. In PMBOK and most other standards, technical aspects of project management of separate projects, the successful model is that it does not project a project manager involved in technical issues. Because of this abstraction, the ability to shape the general framework that can be used for any type of project is created (4).

Some optional process and most of them are mandatory. Project management team to processes that are necessary for project. At the beginning of any process to identify and determine whether the project will be implemented. There is a lot about each process in PMBOK instructions, but the instructions for operating them is not enough And thus form a complete project management system requires additional knowledge and experience that is expected to exist in the project management team.

42 PMBOK project management process are classified into two forms easier to understand for the audience. A classification based on process groups and knowledge areas are categorized on the basis (9).

Process groups

Project management is the application of knowledge, skills, tools and techniques to project activities. This application of knowledge requires effective management processes are appropriate.

A process, a set of interrelated actions and activities that in order to achieve product or service of a predetermined result, take place. The process inputs, tools and techniques that can be used, and the resulting output is determined.

The project processes are performed by the project team and generally in one of two main categories with which the only standard describes the project management processes. 1. Project management processes 2. product-centric processes

The standard project management processes in the form of integration between them, exchange views and discuss their goals the (5).

Process groups, processes PMBOK are classified according to their conceptual sequence. In PMBOK 5 Process Groups are:

- Group initiation process, some preliminary work for the project are required to do.
- Group planning process, which is responsible for project planning.
- Group the process of implementation, the program's project.
- Group process monitoring and control, to match the performance and program evaluation.
- Group process ends, the final project will do some work.

After project initiation, planning begins. Only after an initial plan to end the project began. Planning will also continue to work along with project plans constantly revised, corrected and the accuracy. At the same time process monitoring and control group planned and carried out works and its main task conformity assessment and planning, and offer corrective and preventive actions are implemented. Finally, after all the project work, the process to terminate the project and officially handed it done.

If the project is divided into several phases, all process groups for each of the phases are repeated. None of the groups can not be deleted process (2).

Fields of knowledge

The second category of processes based on knowledge areas. Areas of knowledge processes based on the type of skills required are divided.

PMBOK knowledge areas are:

- Integration Management knowledge area
- extent of project management knowledge areas
- Project Time Management knowledge area
- Project Cost Management knowledge area
- Project Quality Management knowledge area
- Project Human Resource Management knowledge area
- Project Communications Management knowledge area
- Project Risk Management knowledge area
- Project Procurement Management knowledge area

In every field of project management issues are managed. For example, in the area of time management, time management method (the method of planning, assessment, reporting, etc.), schedule prepared, real-time status and planned projects are compared, if there is a deviation, corrective and preventive actions are suggested (4).

The standard PMBOK

The following standard range of project management knowledge generally recognized as a superior way, recreate.

“Generally recognized” means that the knowledge and strategies described in more projects and in most of the time about the value and usefulness of their application and there is a consensus. It is also a common vocabulary standard within the profession of project management in order to discuss the writing and application of project management concepts and promotion (6).

Public engagement project management process

Project management process groups obtained by output, is connected. Their overlapping activities.

Which are located throughout the project. Other process input or output of a process usually project deliverables is.

Integrated nature of project management, process control requires groups to engage with other groups in the process.

Is. The initial process group, project group initiates the process ends, it will end. Group process Planning, the implementation process of the program and project management, and project documents prepared as the project progresses.

The update program and project management leads to project documentation (3).

Discussion and conclusion

Different countries have already adapted to the current standards in project management are trying to develop standards that respond to local needs. These efforts occur for various reasons, the most important of which are:

- Meet the needs of local and national industry and government.
- Assist in the development of project management standards.
- In the context of regional and national standards.

We also numerous private and public hospitals in the country are the project management activities are carried out with different patterns and different standards used for this purpose. Due to these circumstances, the need for convergence of all these units, government-related organizations and standards is essential significantly to the national standard for project management in developing countries. The need for applying the standards for the compassion of the project and ensure the correct implementation of strategies and facilitate the trend, Procedures and processes that are commonly utilized in the years Tarija correct and complete and as “Management standards” were collected.

Applying these standards and goals to assist project managers in the implementation of projects and project organization an integrated system will become. Therefore, it is always necessary to be familiar with project management standards for that is an important application.

The aim of this paper is to introduce standards in project management should be a general introduction to PMBOK standard.

This study aims to spread knowledge of project management in project-based organizations provide and hope to make a contribution

In order to motivate the application of project management standards to be followed in these organizations.

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EXAMINE THE ROLE OF KNOWLEDGE MANAGEMENT IN PROJECT SUCCESS

Hamidreza Shabani Sabzemeydani,

Master of Civil Engineering orientation hydraulic structures, Larestan Branch, Islamic Azad University, Faculty of Technical, Department of Civil Engineering, Larestan, Iran.

Daniyal Mohajeri,

Bachelor of Political Science, Rasht Branch, Islamic Azad University, Faculty of Humanities, Department of political science, Rasht, Iran

ABSTRACT

The role of effective knowledge management practices on the success of the project is evident. In the meantime, it is important to apply some of the knowledge management factors that have had a role in the success of the project. Given these factors, helped to provide project managers and all project-based employees to the success of projects by spending less and less time guarantee As well as managers in the decision to carry out projects by spending less and less time guarantee As well as managers in the decision to carry out previous projects And in a friendly environment full of confidence can be projects to share knowledge in the payment of some duplication avoided. In this context, the deployment of some corporate facilities, such as having the tools of information technology with the support of senior management in knowledge transfer will be fruitful. But what they have in this regard is essential is the motivation and knowledge sharing culture.

The purpose of this paper is to present the best of the important issues when implementing knowledge management system in an organization. Given that knowledge on the relationship between people and how to use information technology to realize the purpose of the introduction of knowledge management solutions that help organizations to achieve the objectives.

Keywords: knowledge management; project success; organizations.

Introduction

Today all scientific working groups and acknowledge, that the organizations can compete in the business world, the presence of persistent, they must work around knowledge. Despite being a source of knowledge is essential for organizational survival and success of organizations provided access to a deep knowledge and understanding at all levels, Still, many organizations still have not paid attention to knowledge management seriously. According to Peter Drucker, “The secret of success of organizations in the 21st century knowledge management” is. Beyond conceptual knowledge and information. Data on numbers alone have the answers and are said to be useful for the organization. Information can be transmitted as SMS and interpretation. Information related to the collection of data known as a message. Usually information on decision-making in the organization. Knowledge to organize data collection, practical approach, the results of using it in various decisions and relevant training, it is said (3). Sometimes the wrong “knowledge management” and “information management” seen one, but the two are not the same. Management specifically focus on data processing. Infrastructure, skills, knowledge, experience and expertise of each individual. The physical assets of an organization are not only financial capital and knowledge capital above the capital, is considered. Knowledge management in an organization, consisting of strategies and processes that are able to meet the needs of the organization, customers and employees to meet. Others stated that knowledge management, extensive process know that would identify, organize, transfer and use of information and experiences Mydhd.It neglect many organizations consider the internal organization of the knowledge, understanding different that this issue exists in organizations (2). For the implementation of knowledge management in a period of relatively “long, providing intellectual and cultural backgrounds, skills and training, and knowledge centers providing technological platforms is required. The following themes that are vital to the success of knowledge management in organizations, introduction and role they improve the efficiency and effectiveness of business processes, organizations are examined.

Project Success

The definition of project success on the type, size and complexity, the people involved and so on.

Review articles on the success of the project reveals that the cost, time and quality of the indicators the performance of their main projects.

One of the important approaches in the success of our project is that the project is deemed successful when our times where goals related to cost and time are achieved. DeWitt (1988), Turner (1997), and Ballantine et al (1996) suggest that completion of the project within the constraints of cost, time and quality will lead to success, but, Krezner (2001) has provided for a broader definition of project success and other conditions added to the definition of project success. He is considered a successful project that will be completed under the following conditions:

The period of time allocated

- within the budget forecast
- The performance levels with the appropriate specifications
- Client satisfaction
- product or service resulting from the project are actually used by the customer
- With minimal changes to project scope changes or accepted by two-way
- without disrupting workflow Organization
- Without changing the culture of the organization.

The success of the project is the vision of definitions form the basis of establishing success criteria (5).

The concept and definition of knowledge management

Knowledge management concept for time management but unofficial action is used. Knowledge management is a process that helps organizations find important information, select, organize and disseminate specialized for activities such as problem solving, dynamic learning,

strategic planning and decision-making is essential. Aswan definition of knowledge management is considered one of the best definitions of knowledge management or operation of any process of manufacture, acquire, capture, promote socialization and its application, anywhere in the establishment of knowledge, learning and performance increases. Coetzee knowledge management that defines the process through which organizations generate intellectual capital of the member's knowledge-based assets (4).

Leadership in Knowledge Management

Like most programs, knowledge management projects should benefit from the support of senior management. Perform knowledge management in an organization requires a knowledgeable and effective leadership in the organization. In such organizations as a source of valuable knowledge attention and activities to maximize the value of this resource is heavily "is concerned. Despite all the talk about the intellectual and spiritual capital, a few of the true nature of the organization's managers based on the knowledge they have recognized (1).

Culture, knowledge management

Culture and organizational structure to support the organization's knowledge management system. Culture and reasonable structure for the organization can be defined as follows: organizational culture where "innovation" is a value of the driving dimensions of knowledge management.

Culture (beliefs and assumptions), shared by members of the organization. The values, principles and unwritten rules and procedures, cultural resources constitute knowledge. The content of the organization's culture, as a source of knowledge to the people, procedures, methods and computer systems to strengthen the organization.

So, individual and organizational learning and development must be considered a value. All staff at all levels and in every situation, believe that to your knowledge, for growth and success, with each other to share and this thinking is encouraged and supported in the organization. To allow employees of trial and error, experience and learning is. In such a culture, thought, is not considered a waste of time but also is encouraged. The atmosphere of the organization in such a way that all people with a passion all seek to learn and transfer lessons learned to others. Communications to the borders of the team, and even organizational part is not limited and the free flow of information, knowledge and ideas established. All employees on the basis of their contribution to growth have knowledge and favorably evaluated. People simply can not have access to experts and benefit from their knowledge. Structure and working environment in such a way that people without bothering others and without limitation, in an informal atmosphere to discuss and interview them. Sessions are managed in such a way that no one is ruling and said the meeting open and multilateral dialogue, with the participation of everyone there. Many characteristics that are potential institutional environment of knowledge. So, through association with these characteristics, an organization can not find his knowledge resources. This can be a source of knowledge that can be available virtual or business environment will be considered. For example, the World Wide Web Virtual Internet is a source of knowledge that is relatively simple and low cost (6).

Elements of Knowledge Management

Knowledge management elements are:

Person: working knowledge of creating, storing and use of knowledge in the organization.

Group: Network (formal and informal), in terms of knowledge, capital Mhmyand are usually intangibles. A group of workers who have shared experiences usually evoke increasingly knowledge.

The entire organization can be viewed as an institution, which embodies the results of a series of knowledge (3).

Knowledge management processes

The purpose of knowledge management processes, collect and organize knowledge and resources utilization and protection of the knowledge acquired. Those who can not remember

the past are condemned to repeat it. So teaching people learned through an obstacle for much duplication in the organization. Business processes in organizations, for better performance, need to have knowledge. Knowledge management processes in the organization must be able to be effective and efficient knowledge needed to achieve the organization's business processes to process. This requires coordination of workflow processes in the organization that the process of integration with the current activities are necessary. This means that the processes need to be satisfied knowledge and knowledge is accumulated waste in the system. In these processes, in addition to knowledge within the organization, sources of knowledge outside the organization should also be considered. (2)

Explicit knowledge control

This part of the knowledge of both maintenance and availability of interest. Organizations must be able to internal and external information sources to systematically manage all organizational information related to the disposal of their own. For this purpose, a database of valuable information useful to the organization are properly maintained and updated at regular intervals. Quality of information in terms of accuracy and reliability should be under control. This information is the basis of many of the activities and decisions of the organization will be at different levels and therefore they should not be distorted with the passage of time validity. This information should be organized to facilitate access to them is possible (6).

Discover the hidden knowledge: One of the problems in the field of knowledge management, tacit knowledge management organization, the knowledge that in mind and features lay people. For this purpose, the general approach taken by most organizations:

- 1) knowledge is frequently used by a limited number of experts, to be extracted and converted into explicit knowledge;
- 2) direct exchange of tacit knowledge in the transaction, such procedures can be a database of experts, discussion and dialogue and exchange of views in person and virtual meetings, seminars and workshops and the like can be used. For example, experience in projects or in testing (trial and error) is obtained, Are all examples of hidden knowledge. The knowledge of the staff, and imitate by competitors problem. Therefore, this type of knowledge to the original capacity and thereby company or organization apart from its competitors. These capabilities develop through learning and also as part of the immune system, prevent duplication and replication systems. However, tacit knowledge through an agent, negative feedback is limited. This is the time that any innovation occurs (4).

There are centers of knowledge

Centers of knowledge in organizations, places the collection, organization and dissemination of knowledge. These centers may be physical or virtual. The goal of this focus, preparation, maintenance and updating of knowledge. The center's knowledge and all knowledge flows pass through the arteries. The advantage of this focus, in addition to the integration of content knowledge, a lot rework, especially in preventing the acquisition of knowledge. Centers of knowledge that are required, including where and how it occurs. Categories of different knowledge in order to facilitate their tasks efficiently access knowledge centers (2).

Strengthen the knowledge market

Many measures to reduce duplication and improve organizational knowledge processes. This important ways, such as improving the services and products or offer services based on knowledge and use of customer knowledge to provide better products and services can be obtained. Most companies provide information from customer questionnaires in the field and have been helping to improve the products. As well as knowledge within the organization should be provided in writing if the consumer. Organizations should strive to manifest your knowledge of their output. Knowledge management function should be to strengthen the market, especially market knowledge. In many organizations, sales of products and services the organization as a peripheral role. For example by implementing a process that is in the best performance can be sold to others. In other words, it is necessary to customize services and the customer's order and the need for specific individual or group

is flexible and fully customizable output, based on specific customer needs (6).

Method of measurement

Another factor conducive to knowledge management, measure the impact of activities and services in the field of knowledge management. For the development of knowledge management in organizations to engage or re-knowledge leads to changes that are systematically identify, measure, should be

- 1) the ability to experience the successes of others and to use them
- 2) experience of the previous and current experiences
- 3) model of successful organizations and compare them with their own procedures
- 4) the ability to quickly and effectively transfer knowledge at all levels of the organization

Knowledge is measured in absolute terms and in terms of what directly affected the outcome of what has been in business, it is very difficult. On the other hand, if we do not know where the starting line how can we know when we have reached the end of the line? For the management of these funds, organizations must be able to measure their intellectual assets. In addition, organizations should measure the performance indicators related to intangible assets, such as knowledge, as well as their terms. Basically, what can not be measured, it can not be managed .encouraged. Organizations so that they can develop and strengthen knowledge management, they must acquire the necessary skills in the following activities. These skills include: Most organizations in the field of knowledge management, are successful, at intervals or annually, a report on the status of your intellectual property to provide shareholders and other stakeholders.

Increase the number of people involved and their skills: the skills of staff at all levels is essential for the success of the organization. Managers should be required to learn the principles and techniques of knowledge management in organizations and teams led them to apply. KM without the cooperation of all employees will remain sterile. Therefore, public education organization and all employees for their successful efforts. Roles and responsibilities related to managing knowledge must be identified and appropriate deployment. Assign responsibility for this important group of people who have been involved in the development of effective knowledge management (1).

Technological infrastructure

Another area that organizations must consider for success in the knowledge management area of technological infrastructure. One of the issues associated with managing organizational knowledge, dramatic improvements and information technology is incredible. This has been considerable investment organizations. In this context, it is difficult for organizations to unilaterally and without considering all aspects and areas where investments are concerned. It makes up only part of the knowledge base, the formulation is easily and readily available to persons placed, given axis. In contrast, tacit knowledge has its undeniable role in determining an organization's competitive advantage, simply because of a lack of capacity at the margin is formulated. The results showed that if hidden knowledge play a part in creating competitive advantage, then investment in information technology and use it without paying attention to hidden knowledge, cause rapid loss of the aforementioned benefits. Therefore, organizations should not expect that this type of investment to create and maintain a competitive advantage for them immobilized. The various applications of information technology, as efficient tools, can facilitate knowledge management processes. The whole cycle of life, the creation, storage, deployment, ICT tools can be useful.

Continuing education plays an important role in implementing the ideas and involvement in solving business problems. High technology makes the increased speed and accuracy of service and customer satisfaction are higher (1).

Conclusion

The main purpose of the application of knowledge management in a variety of institutions, adapt quickly to the changing environment is to enhance efficiency and profitability. As a result, knowledge management process of the creation, dissemination and application of knowledge in the organization. All theoretician famous economics and business in today's world, knowledge is

defined as the key competitive advantage for the final and modern companies know.

Therefore, any method or model that can hold knowledge and then its distribution form, as the key to success in today's enterprise projects worldwide.

By explained, tried to introduce key factors in knowledge management and be able to evaluate management's knowledge. In any case, what is important enough knowledge and familiarity with the concepts of knowledge management is a necessary condition for the implementation of knowledge management projects in organizations. With a brief acquaintance with the ten axes, can be placed to assess the status of knowledge management and the organization's strengths and weaknesses based on the factors discussed, recognition. This recognition can be more practical implementation of knowledge management at a later stage will help.

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LAW SCIENCE

METHODS OF DISPOSAL AND QUALITY OF CALCULATING CUBIT IN ISLAMIC JURISPRUDENCE

Reza Ali Karami,

*Department of Theology, PO box 19395-3697 Tehran, Iran
Payame Noor University*

ABSTRACT

The right of “cubit” authority is the way in which the legislator has imposed on transactions for clients to prevent hurting the vendor in exchange for the delivery of defective goods on him and provide justice. According to this definition, this question is answered that is the method of calculating cubit or the difference between correct price and defective one stipulated in law and legislator has mentioned it in the article 427 BC can prevent negative loss from the vendor in all assumptions? This paper reviews the concept and nature of cubit in the law and how to calculate it in a descriptive-analytic analysis and it is concluded that provisions relating to cubit-taking in the law is not able to compensate for the complete loss of the customer.

Keywords: cubit; authority; terminate the transaction; defective goods; price.

Introduction

As can be found from the appearance, defect authority has a unique face in the vocabulary of Iran and even the world, this means that, according to ancient and hidden defects in the goods sold, the customer has two unique rights that is free in choosing the two ways (to compensate the losses to themselves).

1. The termination of the contract, the reference to the price paid and refund faulty goods;
2. Getting the cubit, meaning receiving the difference between healthy and defect commodity prices that should be given by experts (Article 427).

The right to cubit is rooted in Roman laws (Altarmanny, 1965, p. 388; Alvasit, Sanouhari, 1970, p. 711). It was that time when has been remained in French law (Article 1644) and other countries. However, cubit has been crystallized in Islamic news and reports naturally and comprehensively. Cubit right has also been recognized for lost customers in transactions rules. According to these traditions in their jurisprudence books, the jurists analyzed the rules related to how to take cubit and its calculation method. To become familiar with cubit entity in Iran’s law, it should first need to know its exact nature.

Cubit in words

Cubit in words has different meanings such as atonement, injuries and crimes atonement, bribery and enmity, strife, conflict and corruption. Cubit also means seduction and inciting one party against another for conflict; such as “seduction between the two men as tempted to each other” (Esfahani, vol. 5, p. 71). Semanticists believe that all these things cannot be true implications of the word cubit. Therefore, in real meaning, there are differences among semanticists for the real

meaning of cubit. Most of them believe that this word means blood injuries and it is rooted from “Harsh” which “Ibn Fars” has narrated it as “cubit”. Also, “Abu Mansur” believes that this term is originally rooted from “Khadash”, i.e. injury and then it is referred to the injuries that atonement belongs to and has been referred as “Cubit”.

Literal meanings of Cubit

The term “cubit” has been mostly used for crimes in the traditions and it is less faced with a narration that uses the term “cubit” on authorities and for the difference for the correct and defect price of goods. Apart from the traditions, “Hamad bin Isa”, who has used the term “Falleh Arsh Aleyb” to realize “cubit” on emergence of the defect after the takeover (Tousi, 1360, p. 263; Hor Ameli, 1409, H-7). They believe that “cubit” is the exact meaning of injury that since it is causative injury to pay atonement, “cubit” has been narrated for the interest of the reason for atonement (also, the narration of Abdel Malik bin Amir (Kleene, 1407, p. 214; Tousi, 1360, p. 267; Horr Ameli, 1409, p. 106). Hence, the definitions that come to mind by this term is the same definitions that the jurists have interpreted on crimes. But, it should be said that the term “cubit” has also been used on authorities (defect authority). This has led scholars to take another definition for the word. But first it must be said that this interference in using it has led scholars believe that this word is equivocal.

It has been narrated from the margins of Shahid Aval that he considers the term “cubit” in the jurists’ term as equivocal among multiple meanings.

Nature of cubit

As it was reported from the literal and technical meanings, cubit in the transactions system is the way to prevent and compensate the loss that may be loaded on the parties due to transactions. Now the question is what the nature of this method (cubit) to achieve the mentioned goal in transactions system. It has been said in a justification that receiving the cubit from the customer is a kind of “compensation” and “penalty” of defective goods sold (Yazdi, 1989, p. 212; Khomeini, Page 196 Sanhuri, 1970, p. 360). In other words, the damage of not performing the commitment is related to submitting a healthy goods that should be received from the seller by Exchange Guarantee. For this reason, in this view of the nature of the price sold, it is not justified and according to this base, the value of the difference between the actual price of the object in both the right and faulty states regardless of the price should be paid. According to this view, cubit is a kind of paying compensation to the vendor and liability here is a kind of “hand guarantee” (Najafi, Bitā, P. 294).

Rebuttal of cubit

1. Optional or emergency, as civil law has made clear that the sanction of the defect is of two things: Terminating the transaction and go to another one and paying the price by getting the value of cubit to low sales. Article 422 stipulates in this regard: “If it became known after the sales transaction that the source was defective, the customer has the authority in accepting defective sales by obtaining cubit or termination of the transaction.” As can be understood from the appearance of this matter, the legislator has considered two rights for the customer from the beginning: one is disturbing the transaction, i.e. termination of the contract, referring to the price paid and refund faulty goods to the vendor, and the other is receiving the cubit or the price difference of acceptable and defective price and accepting the faulty goods. As noted above, these two rights within each other is fixed for the author and one can refer to each of the two rights to compensate for the loss. This is while in the narrations, there is no point suggesting the horizontal authority of these two rights (termination and cubit).

Justifying the realization of rejecting and cubit both in jurisprudence and civil law

According to the traditions which we have quoted, four modes of guaranteeing the enforcement of defective goods can be considered:

First: only proof of the right to terminate and excluding sales to the owner and referring to the sales paid which more narrations imply to this probability.

The second case: only proof of cubit and commitment to the transaction, because the transaction is located on the same set and the transaction should remain according to the evidence of the need for contracts and transactions, except where vendor refrain from paying the difference between the correct price and low sales.

Third: discretionary between terminating the transaction and referring to the price or value of the certificate in time; which no narration implies to it alone and per se.

Fourth: discretionary between terminating the transaction and referring to the price or value of getting along together. This likelihood occurs when tenure or change in sales after the bill is created. In fact, this possibility cannot be considered in the main possibilities of authority.

2. Cubit payment: on the payment of cubit, the legislator below Article 427 stipulates that "... and the vendor should keep the price set to the same value as the rest should be rejected as cubit to the customer." It is clear that the legislature has decreed the price should be paid from the personal one or the value that is paid by the vendor, although some civil law professors believe that the provisions of the latter part of 427 BC is on the size and amount of cubit, not its nature. (Consistory, 2008, p. 263). Imam Khomeini believed there is no need to rebut cubit from the exact price, because according to the traditional bases, rational and the necessity to avoiding damage to a person; however, it is not necessary to pay cubit from the exact price (Khomeini, 2009: P. 203). Of course he observes something no wrong to pay the price and its determination according to the compromise and agreement between the parties, since the cubit is on the vendor as other mentioned atonements that can be compromised (Ansari, 1416, P. 272). Moreover, the traditions relates to it also requires this speech (Ansari, 1416, P. 272). Now, according to Imam Khomeini, such dedication and determination is no wrong, the question is in the case of paying cubit other than its price is the cubit paid is the substitute or the cubit itself? The answer to this question varies according to accept of the cubit. If the base is located in the difference in the prices, there is no chance for compromise other than that property, except from the compromise is accompanied by the price with avoiding the loss or paying some of the prices becomes problematic, which here the compromise to non-price is the same as cubit not the reason for it (Ansari, 1416, P. 272). But if the basis is the nature of cubit on the absolute compensation payment, as Imam Khomeini's opinion is oriented to this bases (Khomeini, 2009, P. 206), it is just the opposite of sheikh's opinion for payment other than the price that he observes no chance and concept, because there is no specialty to pay the price and the vendor should avoid the loss and considers payment of substitute from price as the exact cubit (Khomeini, 2009, p. 206). Other scholars such as Mohaghegh Isfahani has an opposite idea in this regard and believe that cubit should be paid from the price (Isfahani, 1408, P. 132).

Calculating cubit: To calculate cubit, the legislator stipulates in Article 427 that if the customer takes the authority of cubit on the emergence of defect, there may be some differences. They way of announcing of experts and scholars of the commodity price may be done in three methods:

1. The expert may announce the common prices that is similar among the experts for the specific vendor

2. Or the expert which likes it in the intention's traits. Of course, these kinds of news and announcing the domestic price is approved and all conditions for testimony is required here as well (Ansari, 1416, P. 272; Khomeini, 2009, P. 210).

3. Sometimes it is possible that the scholar make pricing according to his/her own opinion. He may do this on a guess and estimation. Imam Khomeini believed that in this case, referring to an expert to get the price is on referring the knower to ignorant and it does no need to get the conditions of testimony (Ansari, 1416, p. 272; Khomeini, 2009, p. 210).

The difference among price makers

Among three forms of announcing price, Sheikh Ansari considers the form of duration as the experts' mean in making the prices and as mentioned, this type takes the form of testimony and the diversity which is a condition for testimony is required in it. In the case of multiple experts, the price makers may have some different opinions with each other (Ansari, 1416, P. 273). To solve

the problem of conflict and differences in the rules, Sheikh Ansari mentioned several probabilities (Ansari, 1416, P. 273):

- A) Based on the presumption of innocence, the opinion of Moghavami is preferred who has announced less price.
- B) The opinion of Moghavami is preferred who has announced more price, since his announcement is positive and has precedence on negative announcements.
- C) A selection is made between the two prices announced, because “making a selection is difficult in every issue”.
- D) The two parties can compromise, since each vendor has apparent legal authority and no oath can be taken in this regard, because both ratios are ignorant.
- E) The ruler has authority in choosing one of the prices announced, since it is not possible add two right things and second, there is no authority to prefer one thing to another one. Sheikh Ansari does not accept any of the possibilities and vote for the necessity of combining the two; because each of them has a religious authority and when it was not possible that any of them are applied in all concepts, some of them should do. «Whatever the combination of a first possible » (Ansari, 1416, p. 273). He also gave an example to prove their opinions from Tamhid Alqavael, they gave an example on the ownership of a house which both claim adduction which the vote here is that the house should be halved.

Calculation method: The calculation method mentioned for cubit is when it is available for a unit price of defective and corrective goods, however, if several segments of healthy and defective products is provided, calculating the cubit will not be easy as before. On calculating the cubit in various cases in the time of contrasts in prices, Sheikh Ansari provided three solutions:

- A) First, the correct and defective prices are separately added together and divide it by the number of prices. The ratio between the two fractions is the amount of cubit.
- B) The second method is to calculate the difference between the guardian and the split-half: half to the loss of the one who takes more and the half goes to the one who takes less to balance this way. The amount achieved from the price is subtracted and the cubit amount is obtained.
- C) But there is a third way to detect report and is attributed to the first martyr (Ansari, 1416, p. 274). This is why the prices offered can be recognized from healthy and defective commodity. In this method, the amount of goods may be similar to the first case and it may be different from each other in some other. Among three hypotheses, Sheikh Ansari considered the first hypothesis with the well-known idea and takes this hypothesis (Ansari, 1416, p. 274). It should be added that in any of these assumptions, the price value of the cubit may be different from each of the prices determined or may be equal with them.

Conclusion

1. There is some differences between the literal meaning of cubit among semanticists, but the literal meaning of cubit is the property that as the imitation of the defect that has been affected on the property or body and is guaranteed and its amount has not made known in the law.

2. The nature of cubit i.e. some cubits or parts of cubit, i.e. the amount which the customer paid to the vendor without any reason and due to providing the commutative justice, legislator has the right to the buyer to refund the seller.

3. On no account, the legislator has not been made right for the vendor from the beginning to terminate the contract. But the Iranian legislator in article 422 and also in the opinion of jurists have the right to terminate the transaction from the outset for the customer.

4. The way to calculate cubit given in Article 427 in one assumption (where the price is less than the real one in the correct mode), not only the vendor's loss can be avoided, but again he will incur losses. In another assumption, (where the price equals to the vendor's price in the correct mode), it can be said that with respect to inflation in the market and severe fluctuations in the value of cash, very high probability of customer loss and even today is definite and certain. So we can say that the value of the current Civil Code, to provide for their purpose, which is commutative justice and compensation for the injured party against loss in trading has not the ability, and to achieve this

end, extremely important reform is needed.

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UN SECURITY COUNCIL REFORM

*Siamak Soltani,
International law A.M*

ABSTRACT

Wisdom of United Nations has failed because of inability to set a leader for world and award appropriate monetary to that day's powers and bring again the disaster of war. These shortcomings with wisdom resolved with veto in the UN system, and the World found a new leader. But over time, the emergence of new powers followed by weakness of old ones and reaching most countries to the maturity of the collective life, resolves the global need for a leader and the international community who still retains its old structure, dropped in another type of silliness which necessarily does not resolve by discussion. It is necessary to avoid another disastrous war, contribute all the International powers to the Bureau of the international community in the Security Council and gave all of them clear shared responsibility to run the game of the world. (Such shared responsibilities may be SPIRITUAL indices come every state and over the number of votes and the votes of every state in the decision making processes).

Keywords: Security Council; reform; the veto; the new structure; power; the international community.

Introduction

After futile attempts of those days powers in the formation of the League of Nations¹ and the failure of early human rationality, which led to World War II, The dominants consider creating some international institutions, which in addition satisfy to their interests², will be a strong protection against enemy attacks as well. In fact, one of the most important reactions to war and destruction caused unconditional resort to violence, which has seen in those black period, was the desire to create a global organization that would prevent the tragedy of war and suggest a peaceful resolution to major differences between states(Cassese, 2006, p. 83).

In the formation process of the United Nations, to avoid repeating the fate of the League of Nations, an organization founded which its main task was maintaining peace and provided international security with unlimited power. In fact, the founders of the UN, gave the Security Council such authority to make it an international center of power to permit the use of force in stipulated Turned cases. The veto right was created many challenges, But on those conditions that govern the international community (Edward C.Luck,2005.p.22), The rest of the world assigned the "veto" for the permanent members of the Security Council on behalf of priority countries and gave them responsibility for maintaining Peace in international area (Charter of the UN, Chapter V, Article23 (1)).

The main function of the Security Council is to rule the world office and met the obligations of members, during its movement from the beginning until today. New legal Leaders led the UN and the international community and consequently using the power of veto right, could prevent another catastrophe universal war. These conditions, along with some of the shortcomings have continued for nearly 70 years. But over time and familiarity of every international members of this community with their tasks, and the weakness of the past powerful states in the international community and emergence and maturity of new states and nations, will require the height of the current structure of the Security Council. A structure which its life, not only is a serious challenge for itself, But also leads the international community to a dangerous abyss, the danger which is not necessarily resolved through dialogue and diplomacy, and its wide spread fire will be not enclosed it in a limited area, So that of the partly wake up world will to caught in severe constraints, which overcoming them is very difficult in the nuclear world of today. Therefore reforms are needed to the Security Council as the decision making heart of the world. Expanding the structure of Security Council and using veto in the reform among all members of the United Nations, not only can prevent from dangerous challenges, but also can save the international community which no

1 The society was the think seeps of Wilson, the President of America.

2 Roosevelt said: I am agreeing the creation of an international forum that provides full employment; Provided that its management is with great powers. (L. Gaddis, 1972, p25). Also, the United States argued that without Congressional approval for membership in the United Nations cannot draw higher veto.

longer has a reason not to use nuclear weapons, from the tragedy of war.

Part I: UN, from wisdom to non no wisdom

The second Intellectual human association was United Nations.³ In February 1945, Roosevelt, Stalin and Churchill met together in international conference “Yalta” to discuss Dumbarton Oaks proposals and decision-making about the establishment of an organization in future. The conference gave the veto right⁴ to the five permanent Security Council members and they took the leadership of the newly established organization⁵. Although, there are many differences between the Charter of the United Nations and the League of Nations Covenant, the most important divergence was the “veto” power in the hand of powerful conquerors (Art (3)27); That those days governments gave it as a ransom to the powers which act as a strong leader with the ability to stand against the war with authority to control them. In the United Nations Charter, not only the war was banned for first time, but also any threat or use of military force was forbidden (http://en.wikipedia.org/wiki/Use_of_force_by_states). Hence, to guarantee the decisions of the Security Council and their supporting by the Great Powers, the veto was given to each of them (Adam Roberts, 1991, p.27).

We should note that, the current world with a big nose and ideology in the international community parts need a head? Having an international leader at the beginning of the epidemic issues, to enable governments to track from the beginning and during the height of the cross, is essential. At the beginning of each course, since members’ duties and their rights and peers, are unknown, And because of new and fresh situations, no legal rule in the world, there is no basis to the members by which they can plan and act, existence of a leader is in great importance to start a movement. But after a while passed from the life of the flow and each of the components understand their rights and duties towards each other, and recognition was formed, Having a big head for such a combination would be unnecessary and would be at odds with the community and acts of directors which initially ran legitimate and necessary, after a while the life of the flow passed, considered to be illegal and arouse much opposition.

After the foundation of the United Nations, the world has witnessed many changes; from the most important to them it can be noted to the development of contacts between peoples and nations. Nowadays, all countries and their leaders have arisen from a long sleep and come to a new understanding of national and international requirements. Veto holders, are not the dominant powers of yesterday and today not all powers have veto. In such new international situation, international relations have entered the scene who want to change the traditional equations in their favor.

All states experience a peaceful life and in other words, tested sweetness of living together peacefully and are not those sleepy and unaware of everywhere ones which sought the only way to communicate with each other and gain more benefits in the last resort, the war. Nowadays governments have broad and deep vision of the world⁶ sure offer peaceful life in peace and prosperity to the brutal war against each other. As far as now the other concerns of the international community is not only keep the peace, but justice has an important place in the international system and some international action can be justified solely on the basis of the desire for justice and peace. As well as non-permanent seats on the Security Council in the light of grouping Asia, Africa, Latin America, Eastern Europe, Western Europe, reflects the political concerns of the Cold War and does not reflect geographic or demographic realities of the contemporary international system at all. In fact veto in the Security Council was to ensure that the relationship between the so called elements and the actual situation are steady and maintain the balance of power.

³ The first Intellectual human association was League of Nations.

⁴ Veto comes from a Latin word means “I forbid”. The term was first used in the period of the Roman Empire. www.wikipedia.org and because the veto of both domestic and international suppliers on the basis of regulations have been approved by the authority, commonly called “veto right”... For more, See; Spitzer, Robert J. (1988). *The presidential veto: touchstone of the American presidency*. SUNY Press. pp. 1–2. ISBN 978-0-88706-802-7.

⁵ David, Wilton. “United Nations”. *Etymologies & Word Origins: Letter U*. WordOrigins.org. www.wordorigins.org/index.php/sitr/comments/united_nations.

⁶ Almost all UN member states and other international organizations and need to develop, tells the story of a sense of cooperation and collaboration to.

In light of democracy and the rule of people votes in the national and international levels, This expectation was found in public opinion that the capacity to exercise democratic system based on the free vote, is hidden not only in national and local elections, It should also be included international organizations, such as the UN Security Council. And to combat discrimination, benefits such as permanent membership in the Security Council and having the privilege of veto power or wealth, should not be accumulated by some countries not. Consequently, in the light of fundamental changes in international relations occurred after the Cold War and issues that have been raised against the international community, almost all members of the United Nations agree on the composition and position of power and decision-making procedure of the Security Council, but they offer different suggestions and plans to implement this goal.

There are different opinions about the Security Council and the veto reform and change at the international level. The current composition of the Security Council and the way it can be, are the most appropriate arrangements for the five permanent members which considered be in the balance of power at the international level. While a change in the composition of the Council as and the way in which they would vote members, can cause eligible losses. In addition, there are a number of medium-sized countries that do not have a chance to join the Security Council's permanent membership themselves, but concerned about regional competitors. Countries such as South Korea also Argentina, Mexico and Italy Spain and Pakistan prefer the final analysis to continue the status quo, especially in terms of the number of permanent members of the Security Council. In addition, there are many countries that do not see any reason why they should be permanent membership in the Council for a number of medium powers without the slightest sense of accountability in these countries against them in the future. In addition, the group of permanent members of the Security Council's attention that the status quo can last over the legitimacy crisis.

Part II: new composition of the Security Council (reform of power structure)

In the formation process of the new structure, In addition to take a broad vision of the international community and its member, there must be an interests of the international community and the importance of each of its members. The new structure will provide all the benefits, as well as of major powers and ordinary ones. New Security Council should ensure an equitable distribution, in the presence of all present countries, so any decision as the right to veto has affect the world. The extent of these effects depends on many factors, including spiritual and material factors⁷ that could be put to debate the vote in the General Assembly. Any attempt to reform should be fair, comprehensive, impartial manner and pursued transparently and in this way it should be acted in such a way that the majority of UN member states have the sense of ownership on its overall reform (Zarif, 2005, p. 423). On the other hand, also it must be noted and considered to the criteria in Article 24 (... the high level panel on threats) for the reform of the Security Council⁸ Below is what is suggested

- A) Removal of permanent membership in the Security Council.
- B) Membership of 25 countries in the Security Council.

Those governments are elected according to the English alphabet. The first letter of each country in which is known to the United Nations will be selection criteria. In this case, 25 countries

⁷ Spiritual and material factors, including the power to influence the world, the size of the country, population, role and economic power in the world. As well as their political role on the international stage, positive impact in resolving international disputes The role of governments in maintaining international peace and security and contribute to peace in the world, the effects of domestic and international public opinion, evaluation of major international organizations and the role of each of these countries.

⁸ The involvement of the countries with the greatest financial and military aid, and the international system, will increase in decision-making. 2) Participating countries which more reflect the views of the United Nations. 3) Do not impede the effectiveness of the Security Council. 4) Should increase the democratic nature and accountability of this institution.

elected for the first time and then all governments can come to turn the Security Council.⁹

C) Time and date of each members, depends on the material and spiritual conditions that will be determined in the world for it. Each country, will be a maximum of four consecutive periods or at least one-quarter of a period, a new member of the Security Council, depending on the amount of earned points. For example, a country that has won four consecutive terms in Security Council, within a period, should stay out of it until on the alphabetical order of geographical distribution could re-join the Security Council.¹⁰

D) The duration of any period is of 4 years. The country that has won most of the activity period, can have 16 years of consecutive membership in the Security Council and another one, with on quarter of the Security Council membership has the right to be a new member of the Security Council for one year.

E) Voting procedures, depending on the point that each country earns, according to its material and spiritual conditions of the business. Each membership period has 8 points. The country with 4 period of membership in the Security Council will have 32 votes. Likewise, each country has a vote depending on the conditions that it has.

F) Decision- making will be on the basis of qualitative three-quarters of majority.

G) Other proposed institution, is the Security Council Court. The Court will address issues that depend on the close link between international peace and security, but for some reason they face veto in the Security Council. In this case, Member States can apply for two-thirds of its General Assembly, from the Court, to study the issue and decide on it. In other words, issues of international peace and security which are intimately related to serious risk, So on such issues, particularly those the Security Council face with political veto with them, or cannot give them effect, a majority of two-thirds of the member states can ask General Assembly by the Court to consider the issue. In this case, the Court examines the issue and listens to the arguments of the parties (pros and cons) and makes decision. Judgments must be in consistent with international standards and international law and in the interest of the international community, in order maintain and promote peace and international security. Court appeal is final and unobjectionable. The court consists of 25 prominent international judges from different countries who are selected on the basis of merit only and their academic degrees.

H) Countries and governments that are no set criteria or have standards less than usual or accept half the vote in the Security Council will have the right to attend and rating.

I) the selection of a new Security Council can be used to punish international crimes. So that in case of violation of the rules of public international law and with the adoption of a new Security Council, the country cannot attend for a period the Security Council.

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⁹ In selecting the 25 states in addition to compliance alphabetical order, should also be considered equitable geographical divisions. International fair division are to be followed among continents and most international organizations. In the current Security Council, non-permanent members are satisfied with the division. Therefore, membership in addition to alphabetical order must be based on a fair division of the continent as well.

¹⁰ Of course it is possible that at the end of this time, the turn will again reach back to the government and it is not practically remain out of the Security Council.

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ANALYSIS OF FINANCIAL LAW, JUSTICE SYSTEM AND TAX GUARANTEES

*Omid Varnaseri,
Farshad Hatami,*

*Sama technical and vocational training college, Islamic Azad University,
Masjedsoleiman Branch, Masjedsoleiman, Iran*

ABSTRACT

For optimal dealing with issue of tax and its early certainty and reaching it on time tax processes should be reformed in a way that the proceedings are based on accurate and clear information and lead to decreasing of tax litigation system inputs, in better word, a mechanism be designed that more tax return yield of taxpayers be accepts. This would be possible in light of the clarification and simplification of tax laws, promoting tax culture, designing comprehensive tax information network and prediction of powerful executive guarantee. In the end, it is suggested that, taxation Affairs Organization, by using advanced technology and to improve the operation of the Internet and electronic systems bring tax collection to very favorable transparency, simplicity and efficiency. Also in this regard, by working with other devices, and particularly the section of Informatics take action to collect information of economic activists. It shoul effective steps d be noted that Iran’s tax agency has started some actions in this area which we hope we take in the development of this path.

Keywords: Financial rights; justice system; tax guarantees.

1. Introduction

Attention to the link between tax policy and tax collection system in countries tax regime reform is very important. Therefore establishing and proper implementation of tax and optimal utilization of it needs detailed knowledge of the powers and duties of the tax system on tax collection. In this regard, efficient, proper and fair use of public power of taxation is mandatory for building confidence among taxpayers and the creation of suitable enforcement guarantee (Pirnia, 1344). Tax justice has long occupied the minds of legal science theorists. Despotism in human history in dealing with taxpayers and the powers, privileges and extraordinary powers of tax system, many of the people think about harnessing the power of the ruling elite and groups and regulating the methods of taxation and how to deal with the dispute between the taxpayer and the rulers. Thus, the spread of democratic ideas and democracy in the world, institution such as tax proceedings took shape along other institutions. In the tax issues one of most important issues is this that in case of disputes between the tax system and the taxpayer, what authority or authorities and with what characteristics will have jurisdiction over disputes? Every society has its own answer to this question because people’s attitude to the subject of tax is different in different societies. The thing is certain is conceptual framework and approach to the issue of taxation in various countries and is affected by culture, religion, traditions, religious and historical conditions governing the community. In the all of the tax systems the issue settlement of disputes between the taxpayer and the tax system is subject to special rules and generally is out of the jurisdiction of courts that handle the differences between people. Also for the proceedings these differences in the specific authorities, special provisions been applied. Therefore, the difference between the

taxpayer and the tax system whether in terms of authorities that face these disputes and whether in terms of procedure which they respect, follow special rules (Pirnia, 1348).

2. Theoretical Principles

2-1. Legal problems related to law enforcement

According to some experts the main causes of tax evasion are weaknesses in the implementation of VAT law and especially, uncertainty in dealing with tax fugitives and Failure to follow the execution of orders and the imposition of fines that have been set. This issue gives fugitives to have comfort and safety to do their crime again, and also effects good tax payer's perspective over tax evasion and makes tax evasion something normal for them.

Prevention strategy

In developing the systems, like any other Tax regime, firm legal conflicts and heavy fines, ranging from automatic (financial and nonfinancial) and criminal (financial and non-financial) will happen when dealing with tax evasion. Furthermore since the sanctions are complementary related to legal encounters, it is necessary that this matter be considered and all the necessary coordination with other relevant institutions such as the judiciary be performed. Also, tax fugitives should not be subject to public generosity given the bad experience of countries like Russia 26. Because it reduces the motivation obey and, in turn, increases the unpaid taxes (Alm, 2001).

2-2. complex and numerous tax laws

Many researchers believe that one of the main causes of the underground economy and tax evasion is the complexity of rules and regulations related to labor and product markets. (Brooks, 2001) believes that with considering that all conditions are constant, more complex regulations and tax laws will lead to an increase in the volume of the underground economy, because this issue in addition to the fact that it reduces freedom and choice of individuals to participate in the formal economy, also allows desired interpretation of people to avoid paying taxes. In addition to the tax rules, rules in the labor market, trade barriers and restrictions on the labor market or foreign workers affect the size of the underground economy. In return simplification of the rules, makes understanding it very easy for tax payers and it can have positive effect on reducing tax evasion and thus increases the effectiveness and efficiency of the tax system. Johnson's study (1997) shows that countries in which there are more rules in them, the proportion of the informal economy to the total GDP will be larger, therefore it is essential that governments have a greater emphasis on improving the implementation of laws and regulations. Giles (1997) argues that shortcoming in tax system and the absence of an effective legal system can be grounds for postponement of tax. So he emphasized the need to organize the tax system to address the tax protests, prosecutions and deferred taxes.

2-3. Executive guarantees

Any tax system in order to achieve its objectives must build a mechanism to achieve it, a mechanism that encouraging and tax crimes are one of the best tools to achieve its goal of increasing tax income. However, these tools must be efficient enough to achieve the goal, and we investigate them here.

2-3-1. The system of incentives and tax crimes

An effective system of penalties and fines is a fundamental tool to increase tax compliance. The role of the state in encouraging taxpayers to voluntarily defer the tax system is one of the evaluation factors. In designing the system of incentives and penalties, encouraging the tax payers to prompt the payment of taxes and preventing tax evasion should be emphasized. To achieve these objectives, penalties and fines should be: 1- As soon as the creation of debt, fine should be calculated and received. 2- It should not be too big or extreme. 3- It should be higher than current rate of bank interest. Studies have shown that lower crimes, but regular, are more effective in reducing tax evasion than big crimes that happen disorderly; the system of incentives and penalties should be applied in such a way that changes the average behavior of tax payers, However, taxpayers who are irregular and do not respect law should be treated according to the

rules and the system of incentives and penalties be applied firmly and unequivocally. Acts against the law for the first time should be subject to fines and in the later stages should receive the delay amount of fine and in further stages legal penalties and criminal penalties should be considered. Therefore, in most countries in addition to the criminal law of avoidance or tax evasion, fraud and so on count as a criminal offense and arrest and being imprisoned is considered for the offender. From the perspective of Richard Dom and Melika Kasengrad, penalties for failure to perform a legal duty should be designed in such a way that encourages tax payer to do that action, often favorable punishment is equal to probability of detection of violations and the potential tax savings from the non-performance of duty.

2-3-2. Tax exemptions

From the perspective of Richard Dom the first and most obvious forgiveness is the rate and extent of income that tax does not accrue for it. By putting aside low income owners from income tax system we can exclude a large number of small taxpayers from tax system and more accurate focus or the collection of taxes from taxpayers be done and by doing this we can reach the higher benefit- cost (Larsp, 2002).

2-3-3. Financial and economic corruption

A tax agent may be aware of the law and also is skilled in performing it however not shows decisive encounters with the criminal taxpayers, we can find the reason and motivation for this effect in the prevalence of Financial corruption in some tax offices.

– **The definition of financial and economic corruption:** The word corruption (corruption) from Latin root (rumpere) means breaking or violating and the thing that is broken or defected, could be a way of ethical behavior or social and administrative regulations. According to what was said financial and economic corruption can be defined as abuse of position, position, authority, laws and regulations for the benefit of a person or a group.

– **Tools of financial and economic corruption:** Economic and financial corruption is carried out by using various tools, among which are the following items:

1. **Rules and Regulations:** The most important instruments of economic and financial corruption are the abuse of inappropriate rules, the absence of laws and regulations in some cases and lack of clarity in many of the laws and regulations.

2. **Penalties:** Lack of serious penalties for taxpayers and tax audit that who commit Financial and economy corruption.

3. **The lack of government incentive programs for tax fraud**

4. **Possibility of individual judgment and decision-making:** Such as tax audit by certified public accountants and tax experts that can use their own individual judgment and decision-making in determining acceptable costs and income.

2-3-3. Bribery

Among the most common and widespread corruption of the financial and economic that not only happens within the country but also at international level is highly prevalent and in addition to importing heavy losses to the national economy, also puts the economy and international trading in danger, The factors that cause the spread of bribery in the community include:

1. **Discrimination and social and economic inequalities:** Inadequate salaries of government employees, poverty and lack of basic needs of life, feelings of inferiority and backwardness and poverty, greed, opportunism, excess and lack of social consciousness in people are among the factors that have an important role in the spread of Bribery in society. Discrimination is a phenomenon that human nature cannot endure it even on temporary basis.

2. **The weakness of religious beliefs:** Given the importance of Bribery in the legal system and the criminal offense of Islam undoubtedly, the lack of religious faith and religious commitment is considerable in spreading of Bribery. Faith and trust in God is very important to prevent the soaking of the deviations. With the lack of faith and religious virtue a person surrenders to deviate in facing with greed, love, ambition, wealth, dignity and self-worship.

3. Lack of adherence to the law: The criminal should be sure that if he was arrested, his punishment will be inevitable and undeniable no matter to their position. Otherwise despite the harsh criminal laws we can't prevent bribery without a firm and fair enforcement. On the other hand, the prevalence of bribery interferes with laws and legal system of society. Offenders by depending on bribery and relation will be encouraged to their bad works.

4. Lack of freedom of speech: In societies where there is no freedom of speech and the press and mass media are in the hands of a particular group, the possibility of expressing thoughts and revelations against government officials and civil servants does not exist and therefore corruption will be masked over and it secretly grows, while freedom of the press can effectively prevent the spread of corruption in society.

5. The prevalence of distrust in society: Instability of foundations of social ethics could result in enormous costs to society. In developing countries such as Iran, which has faced a shortage of sources of income, The prevalence of distrust in addition to social distress, creates a heavy control cost and therefore lack of allocation, the controller will not be able to control the forces of society and the weakening of regulatory agencies is considered as one of the areas of social development and economic Financial corruption. (Control and monitoring, 1378).

3-4. Financial law analysis, justice system and tax guarantee

1. Immediate collection of decisive tax

In Iran's tax law, however, in the regulations explicitly there has been no talk about obligation of the immediate payment of tax by taxpayer, but following the receipt of an urgent and undeniable principle and as well as determining payment deadlines and the definition of various punishments in case of violation of not paying in given deadlines we can take that immediate receipt of taxes in the tax law of Iran is principle and violation of it will be subject to fines and penalties.

2. Split application of tax

In cases those Iranian lawmaker given licenses to use tax Split application are:

- Inheritance tax on that Direct Tax Act in the Article 40 has allowed the State Tax Organization if subject to inheritance tax are not able to pay all or part of their taxes, this organization is able to obtain credible assurance heirs tax for up to three years from the date of its decisive.

- Direct Tax Law Article 167 allowed tax payers who cannot pay their taxes use this method and allowed the State Tax Organization toward such tax payers from the date of notification split related debt for three years. It is worth mentioning that this provision, according to Article 33 of the VAT will apply towards indirect taxes.

- This is also applies to unexpected accidents that happens to taxpayer; as Direct Tax Act has brought in the Article 165: in cases that damage does not get fixed by ministry, city halls or government organizations, ministry of Economic Affairs and Finance can deduct the damage from taxable income in that year and following years and towards those taxpayers that more than 50% of their property has been lost in the accidents and are not able to pay their tax debts, their tax will be redeemed or will be split on long term. In the beginning cases, maximum of split is considered three years; while in recent case split will be set for a long time without a certain limit and option of suggestions for forgiveness or split, eventually will be with the approval of the Cabinet of Ministers, This due to the extreme sensitivity of the situation is justified. However, splitting tax is in authority of the tax system, but Iranian legislator for supporting production and economic prosperity made tax authorities obliged to split tax in specific cases, and those related to inheritance tax with demand of heir and that if the factory or workshop or agricultural units is part of the deceased estate Or value of the property belonging to the estate of the deceased is not the adequacy of inheritance tax.

3. Provisional payment of tax

Iranian legislator in the Article 163 Direct Taxes Act, states customer provisional payments like this:

“State Tax Organization is allowed to make taxable wholly or partly responsible in cases

where education, income tax is deducted in the financial year of the same year in proportion from final tax decisive of last years on the ratio of the size of activity has paid provisionally and in case of violation of these provisional will be collected according to the provisions of the law”.

In minor cases legislator insists to resort to this method in Article 28 Direct Tax Act, inheritance taxable will be obligated to pay provisional tax after three years. Also lawyers (Article 103 Direct Tax Act) and legal entities and business owners (Article 104 Direct Taxes Act) are obligated to this issue. In this context, the general power of taxation in order to encourage tax payers to pay provisional taxes before time and people who pay it before the date will be rewarded and those who don't will face punishment (Rostamin 1387, p 165-189). It is mentioned In Article 190 Direct Tax Act.

Paying tax before each financial year leads to reward; one percent of paid money will be reduced as reward. Delay in paying leads to 2.5% punishment per month. Source of excluding penalties on taxpayers that are obliged to lodge tax returns towards amount stated in the declaration from expiry of the deadline for its submission and compared to difference between the demands and the taxpayers who refused to surrender declaration or even not required to submit the declaration, date of expiry of the deadline for filing paying deadline as the case may be. Other recent cases of provisional tax rules mentioned in our country is Paragraph (c) of Article 224 of the fifth development plan during which all state-owned companies and banks subject to article (5) civil Service Management Code that total budget for net profit is forecasted, Findlay problem of one-twelfth per month anticipated tax the desired financial performance for same year to account for the tax to be paid to general revenue in order to be account in the significant fall.

4. Tax payment

In Iran according to Article 166 of Direct Tax Act, State Tax Organization can prepare bills and tax payment for the use of tax payers. Mentioned bills are named and are non-transferable, at the time of depositing the taxpayers advance payment plus two percent per quarter for the early paying of the tax debt will be deducted. Because of being early and paying tax before the deadline after three months of early paying two% reward will be given to the payer.

3-4-1. Method of tax collection

With the passage of time and the social transformations at the same time, tax system was changed and innovated the tax administration can use more appropriate and more effective ways for tax collection. Some of the guarantees that the public authority benefits from their tax collection, which is about the mode paying taxes three examples of these Method of guarantees related to tax collection includes Non-tax debt purchase, Taxpayer responsibility to deliver tax to the treasury Fund, receipt of cash tax, In tax law in Iran and England is mentioned.

1. Non-tax debt purchase

According to articles 294 and 295 of the Civil Code of the Islamic Republic of Iran, when two people are in debt of each other, between their debts is a way that is prescribed in the following cases. Moreover, purchase is compulsory and happens without mutual consent of the parties in this subject. In the paragraph 5 of Article 264 of the Civil Code barter is introduced as reason for falling of commitments. However, it should be noted that civil law governing relations is private that in it people have equal position and barter about those is allowed and enforced, while in public law particularly in financial law, this rule does not apply and if taxpayer is creditor over government, for example the government buys something from taxpayer, and doesn't pay for it, the taxpayer cant reduce the cost of that item from their tax (Rostami, 1390, p 157).

In the public law barter has been banned for the following reasons:

1st: The government needs money for public expenditures; while barter causes that cash won't go in government's hands.

2nd: the rule of barter is inconsistent with the principle of perfection and comprehensiveness of the budget. Because of this in the Article 53 of the constitution of the Islamic Republic of Iran: “All the receipts of the government are placed in treasury accounts and all payments will be made about funding approved under the law.” It appears this reason, is the main reason for prohibiting

the barter; because based on the principle mentioned in the constitution.

3rd: This rule is one of the most important principles of public law the general principles “is incompatible; the creditor government cannot be in front of your tax debt with the purchase, because this is an exercise of power against appropriate the public power. The public power is exclusively in the hands of government it is not appropriate that people project power against public power. (Rostami, 1390, p 158).

Of course, the reason for resorting to barter your full public rights does not negate and according to some exceptions these documents can be considered; including Article 31 of law enforcement POLICY publishing treasury and bonds, institutions that are depended to the government accept tax liabilities against treasury bills and bonds which represents acceptance and purchase exceptions in public law. (Mojibifar, 1390, p 139). As another exception to the prohibition of barter in public law, we can refer to article 90 of the Fourth Amendment of the economic, social and cultural policies of the Islamic Republic of Iran and the fourth Le constitution development program, that says: “If the state for any reason lower the prices of goods or service firms or other private sector firms than market value, government have to pay the difference to the owners of the business of reduce it form these businesses debt” (Rostami, 1390, p 158).

2. The obligation to collect the tax in cash

As mentioned above in cash tax law of Iran principle is collection tax in cash. Iranian legislator in Article 41 Direct Tax Act exceptionally, the collection of commodity tax on inheritance tax is accepted and according to aforementioned article provides: “If the estate, cash is not available state Tax Organization could accept goods if all inhere tent accept it“. It shows that principle is on accepting cash but in some cases they can accept goods.

3. Taxpayer’s obligation to deliver the tax to the Treasury account

Article 164 Direct Taxes Act says: “The State Tax is obliged in order to facilitate the payment of tax and reduce the cases to visit the offices by the tax payers, they created an account in Meli Bank, and so they can visit its branches and do their businesses there”. In Article 21 of the Law on VAT says to do all of their payments through the account of the Ministry of Economic Affairs and Finance (Fasting fall of the country). According to the article, general power of tax demands that taxpayer pays his taxes in cash to the Treasury and accepts the responsibility & risks of paying tax and in return, the tax system must create an account to achieve this.

Conclusion

In order to consider the optimization of taxation and certainty to achieve it in time and soon tax processes must be designed in such a way again that investigation are based on accurate and transparent information and lead to decrease in the tax litigation system inputs in other words, a mechanism be designed That yield more returns accepted payers. This happens in the light of clarification and simplification of tax laws, promoting tax culture, designing comprehensive tax information network and prediction of strong executive guarantee. In the end, it is suggested, taxation Affairs Organization, using advanced technology and improving methods of harnessing the Internet and electronic systems, bring tax collection to simplicity and efficiency Progress. In this regard, with cooperation of other devices, such as informatics section, act to collect information about economic actors. It should be noted that Iran’s tax agency has begun some actions in this area and we hope that effective steps be taken day by day in the development of this route.

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