



THE IMPACT OF SPIRITUAL QUOTIENT ON ORGANIZATIONAL HEALTH AND SOCIAL ACCOUNTABILITY AMONG FARS PROVINCE GENERAL OFFICE FOR CULTURE AND ISLAMIC GUIDANCE PERSONNEL

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ARTICLE INFO

Received:

03th Jun 2017

Accepted:

29th Nov 2017

Available online:

14th Dec 2017

Keywords: *spiritual quotient, organizational health, personnel's social accountability*

ABSTRACT

The main objective in this research is to study the impact of impact of spiritual quotient on organizational health and social accountability among Fars Province General Office for Culture and Islamic Guidance personnel. The statistical population in this research included all 546 personnel and managers of Fars Province General Office for Culture and Islamic Guidance and using simple random sampling, 225 of them were chosen as the research sample. Questionnaire was used to collect data. The research questionnaires included Badi' et al. (2010) Spiritual Quotient Questionnaire, Hoy and Feldman's Organizational Health Inventory (OHI), and WHO (2004) Social Accountability Questionnaire. The data is analyzed through descriptive and inferential statistics. In descriptive statistics, frequency, mean, percentage, standard deviation, and in inferential statistics, Kolmogorov-Smirnov test was used to test the normality, ANOVA to study the relation between the variables through Pearson correlation test, and to study the impact of variables regression test is used. SPSS software was used to analyze the data. Results suggested that there is a positive significant relation between spiritual quotient and organizational health and social accountability. Also, spiritual quotient could predict organizational health and social accountability.

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To Cite This Article: Hossein Hamideh Haghii, (2017), "The Impact of Spiritual Quotient on Organizational Health and Social Accountability among Fars Province General Office for Culture and Islamic Guidance Personnel", *Pharmacophore*, **8(6S)**, e-1173300.

Introduction

By the rise of impotence of the impact of organizations on the society's welfare and health, fair distribution of wealth and preservation of natural resources, those organizational activities and policies which consider the stakeholder expectations on responsible behavior of the organizations have become important too. It is no surprise that now, the organizations pay a special attention to organizational accountability and they have increasingly boosted their investments in these programs. It is clear that the organizations' performance impacts the society directly and indirectly. Hence, organizations should perform in a such a way that the society could accept it and they are in accordance with its values. Organizations which could not adapt with this principle are not successful in performance and they cannot preserve or better their position in the society. As a result, they endanger their survival. As it could be observed today, the need for broad researches on social accountability is felt [1]. In fact, organizations are a part of the society which both affect the society and are affected by the society and it could be said that any organization decision, not only impacts the related sections, but also lead to direct and indirect impacts in all sections of the society. Hence, organizations should form their objectives so that its results do not bring about negative impacts on society and all society members benefit from its positive impacts. [2].

Organizations, as the intermediate rings connecting individual and society, are one of the fundamental components of social structure in today's world and they rely on the society for their society. Accordingly, leading organizations have focused highly on providing modern social services as their top concern in their activities related to research and development. [3]. Hence,

organizations should focus on the sense of responsibility, accountability and considering the rights of society members in the form of their strategic programs and while they use the biological, social and scientific capitals in their environment, they should pay special attention to the issue of organizational social accountability and respecting civil rights [4]. Social accountability of the organizations provides methods through which the organizations perform in their business environment and fulfilling the society expectations regarding legal expectations is social ethics. Social accountability includes policies and business practices in fields such as workers, consumers, environmental supports, human rights, behavioral and ethical regulations, and organizational social and charity activities. Social accountability is an ethical and responsible behavior towards the organizational consequences for all stakeholders; that is, the effectiveness of this is realized in fulfilment of the stakeholders' demands and their satisfaction. [5] Anyone who studies the concept of accountability understands well that accountability has different meanings for different people. However, the most articulate definition of accountability includes the process of auditing the requirements, financial commitments and tangible output which are demanded by the donors and beyond the increase of profit in order to increase the organization interests. [6, 7]. The organization following the responsibilities and social accountability leads to an increase in legitimacy of the organizational measures and improving the competitive advantage and organization's success. Today, organizations and businesses are confronting new challenges so that in order to survive and success, it is necessary for them to make a balance between their duties and their economic and social systems. [8] In today's ultramodern and competitive situation, organizations need a strong accountability system in front of the clients and stakeholders in order to survive the competitive world, since organizations will not be able to provide desirable services, otherwise.

During recent years, there has been countless scientific data and evidence supporting the presence of a quotient, called spiritual quotient (SQ). According to the recent findings, this quotient is introduced as the ultimate human intelligence and it is a milestone in this regard. Today, one of the issues in business is the issue of ethical principles and spiritual capital. Humans have to prove that they are not entities who care about money only, but they are entities with specific meaning in their lives and they try to find a meaning, value and purpose for their lives. SQ is the capability which enables humans to see their dreams and try to reach their dreams. This quotient is the requirement for all the things humans believe in and has the role of beliefs and values that they accept in their activities. It is the quotient by which they question their fundamental issues of their lives and using it, they accept changes. It is the quotient by which they are able to expand, enrich, enhance and add value to their activities and performance. Also, with its assistant, they understand which of their deeds and behaviors are more valuable and which route in life they have to put effort in [9].

Managers' spiritual quotient has many impacts in the organizations. One of these impacts is the organizational health impact. Organizational health was first defined by Miles in 1969 and while proposing a program to assess organizational health, he expressed that organizations could not be always healthy. According to him, organizational health refers to the organization's survival in its environment and adaptability with it and increase in improvement and advancement of its capabilities for more adaptability. [10].

And considering the findings of the statistical research on organizational health assessment in higher education colleges, Clingle presented 11 separate but related components. It was declared that spiritual quotient has various impacts on organizations and personnel. Another impact of these impacts is the improvement in social accountability [11].

Organizations interact with the environment as an open system and in order to survive, they need to react to the environmental changes. Since human resource is considered as the most significant factor in organizations, facilitating and preparing these resources in order to confront the changes is of significance. Hence, organizations have figured that the solution for this problem is the empowering programs and they have tried to provide the necessary context to train empowered personnel. Hence, organizations avoid command and control culture and lean towards empowering culture. Employing suitable individuals, preparing individual and group improvements so that it leads to the advancement of the individuals, training programs which improve both competence and self-esteem in personnel, will lead organizational individuals turn to capable humans which serve the objectives. [12]

Accountability has different meanings to different people. However, the most articulate definition of accountability includes the process of auditing the requirements, financial commitments and tangible output which are demanded by the donors and beyond the increase of profit in order to increase the organization interests. [4]. The organization following the responsibilities and social accountability leads to an increase in legitimacy of the organizational measures and improving the competitive advantage and organization's success. Today, organizations and businesses are confronting new challenges so that in order to survive and success, it is necessary for them to make a balance between their duties and their economic and social systems. [10, 13].

Considering the above-mentioned and also the fact that there hasn't been any research studying this issue, the researcher has recognized this research challenge and has proposed the research questions as the following: Does the spiritual quotient of the managers impact the organizational health and social accountability of the personnel in Fars Province General Office for Culture and Islamic Guidance?

Methodology

Since the objective of this research is to study the relation between spiritual quotient, organizational health and social accountability of Fars Province General Office for Culture and Islamic Guidance personnel, the research is descriptive and of

correlation type. The statistical population in this research included all 546 Fars Province General Office for Culture and Islamic Guidance personnel and managers and using Morgan table, 225 of them were chosen as the sample through simple random sampling. Questionnaire was used in order to collect data. Research questions are as following: The research questionnaires included Badi' et al. (2010), [14], Spiritual Quotient Questionnaire, Hoy and Feldman's Organizational Health Inventory (OHI), and WHO (2004) Social Accountability Questionnaire. In order to test the validity of the questionnaire, formal validity was used and to test the reliability, Cronbach's alpha was used. The Cronbach's alpha was calculated to be above 0.7 for each of the questionnaires and their sub-components which shows an acceptable reliability for the questionnaires. Table 1 presents the Cronbach's alpha for each of the variables.

Table 1. Cronbach's Alpha for the Questionnaires

Variables (Percentages)	Cronbach's Alpha
Spiritual Quotient	/754
Organizational Health	/814
Social Accountability	/971

Research Findings

Before testing the goodness to fit of the main research model and testing the hypotheses, normality test for the observations carried out:

H₀: Observations distribution is normal.

H₁: Observations distribution is not normal.

Table 2. Kolmogorov-Smirnov Test

	Mean	Standard Deviation	Significance	Kolmogorov-Smirnov Value	Test Result
Total Data	3/6583	49163	0/405	0/891	H ₀ is approved.

Considering the results in Table 3 and also the significance level derived from the data, since the values are higher than 0.05, it could be claimed that the data from the questionnaire was normal at 95% confidence level.

Hypotheses Test

1. There is a significant relationship between spiritual quotient and organizational health.

Table 4. Matrix of Correlation between Spiritual Quotient and Organizational Health

Variable	1	2
Spiritual Quotient	1	
Organizational Health		0/646**

** Correlations significant at 0.01

Considering the normality of data, Pearson correlation coefficient was used. As it could be observed from the table, spiritual quotient and organizational health have a positive significant relationship with each other. (calculated correlation coefficient: 0.646) Hence, the hypothesis is approved at 95% confidence level. To answer the question of to what extent spiritual quotient could predict organizational health, simple Regression analysis was used and the derived data is presented in Table 5.

Table 5. Simple Regression Analysis Results (Dependent Variable: Organizational Health)

Steps	Variable	R	R ²	F	B	Beta	t	Sig. Level
1	Spiritual Quotient	0/646	0/417	112	2/79	0/646	75/24	0/0001

As it could be observed from the table, spiritual quotient is capable of predicting around 41% of the changes in organizational health in the studied population.

2. There is a significant relationship between spiritual quotient and social accountability.

Table 6. Matrix of Correlation between Spiritual Quotient and Social Accountability

Variable	1	2
Spiritual Quotient	1	
Social Accountability		0/781**

** Correlations significant at 0.01

Considering the normality of data, Pearson correlation coefficient was used. As it could be observed from the table, spiritual quotient and social accountability have a positive significant relationship with each other. (calculated correlation coefficient: 0.781) Hence, the hypothesis is approved at %95 confidence level. To answer the question of to what extent spiritual quotient could predict social accountability, simple Regression analysis was used and the derived data is presented in Table 7.

Table 7. Simple Regression Analysis Results (Dependent Variable: Social Accountability)

Steps	Variable	R	R ²	F	B	Beta	t	Sig. Level
1	Spiritual Quotient	0/781	0/609	127	2/93	0/781	90/64	0/0001

As it could be observed from the table, spiritual quotient is capable of predicting around 60% of the changes in social accountability in the studied population.

- There is a significant relationship between organizational health and social accountability.

Table 8. Matrix of Correlation between Organizational Health and Social Accountability

Variable	1	2
Organizational Health	1	
Social Accountability	0/557**	1

** Correlations significant at 0.01

Considering the normality of data, Pearson correlation coefficient was used. As it could be observed from the table, organizational health and social accountability have a positive significant relationship with each other. (calculated correlation coefficient: 0.557) Hence, the hypothesis is approved at %95 confidence level. To answer the question of to what extent organizational health could predict social accountability, simple Regression analysis was used and the derived data is presented in Table 9.

Table 9. Simple Regression Analysis Results (Dependent Variable: Social Accountability)

Steps	Variable	R	R ²	F	B	Beta	t	Sig. Level
1	Organizational Health	0/557	0/310	89	2/19	0/557	61/08	0/0001

As it could be observed from the table, organizational health is capable of predicting around 31% of the changes in social accountability in the studied population.

Discussion and Concussion

Accountability is a mechanism through which improvement in activities is provided and justifications for consequences of the implementation of activities is presented. Governmental organizations which are responsible for managing public affairs should not cause other problems for the society in order to solve one problem. Hence, today organizational social responsibility has been highly paid attention to, and there are many concepts developed along with and among which, organizational social accountability is a more organizational and practical concept. The main objective in this research is to study the impact of impact of spiritual quotient on organizational health and social accountability among Fars Province General Office for Culture and Islamic Guidance personnel. Results from data analysis through SPSS software showed that spiritual quotient and organizational health have a positive significant relationship with each other and spiritual health is capable of predicting 41% changes in organizational health. Also, spiritual health and social accountability have a positive significant relationship with each other and spiritual health is capable of predicting 60% changes in social accountability. In studying the relationship between organizational health and social accountability, the Pearson correlation test results showed that organizational health and social accountability have a positive significant relationship with each other and organizational health is capable of predicting 31% of changes in social accountability in the studied population.

An organization has meaning with its accountability. During the short history of large trading companies, responsibility and assessing the results has been limited to the interests. In business world, success of organizations and managers is generally assessed based on the profit. Today's managers should recognize various social and public aspects of their profession and be aware of their organizational impact on their social environment, so that they are able to meet their clients' needs along with the social issues. Organizations should understand this responsibility that the problems of the society are considered as a part of their problems and they have to try to solve them and dedicate a part of their human and financial resources in this way. Hence, managers should provide the necessary context for a higher organizational accountability in the society. Otherwise, the organization might lose its popularity and lead to discontent of the organization clients.

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