Impact of social responsibility of improving the city's transport system performance in Tehran

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Abstract

Select and implement an appropriate strategy and developed in conjunction with performance improvement in organizations as a service organization's ultimate success come in doing so According to the listed organizations and individuals can be affected by various factors including social responsibility of Ben principles on which the organization of take it accepts and Be reflected in their actions that these are the principles In it the rest of the cases, including respect for human rights, fair treatment of the work and securing its customer (s) And protection of the environment on the set of the communities in which they are based are active. Therefore, based on the model Conceptual Research Picked up From research Carroll   and et al (2016) examined the effect of Social Responsibility On Upgrade Performance System Shipped and quotes were urban at Tehran city, in order hypotheses were proposed in the framework of social responsibility component They were economic, Moral legally and based on the distribution of the questionnaire between the sample Statistical composed of 385 managers, experts, experts and decision receivers at Tehran city. Using the structural equation modeling, the results were analyzed, based on the results of kidney research the approved premises were also obtained with respect to the path coefficient of 0.87, the impact of urban social responsibility performance.

Keywords: Social responsibility, urban transport system, Tehran city

Introduction:

Social responsibility present a method can deals that organization at Spaces To earn and work itself to its action can do and answer Expectations Society, expectations commercial, legal, moral and social they are why that organization The great responsibility at background social, economic and peripheral at Beforehand staff, shareholders, government customers, supply the visitors and all Stakeholders Responsible have no doubt, if persons, group , organization The and Institutions different Society , take ratio to events, happenings and the crisis Different responsible knowing and each about responsibility And Area Something at Solved the crisis above effort they many From the problems Reduced have been and healthy society and calm to existence incorporation, to Phrase other organization to any Syntax that action Slowly on society effect Leave, so organization the works hand knock that case accept Society and Matches With value (Hegarty, V. and Mattsson, 2007).

Organization cannot take with this Important Match to give at action arena succeeded will not the phrase other organization able to take place at keep up society have or improvement to give to Syntax that cause Continuation Survival They are their success at work to be necessary is that to Social Responsibility attention necessary take have. so social responsibility organizations factor basic survival any organization is with attention to that all organization The Relationship With society have a responsibility Social regardless of Size or the part organization, to different degrees issue avoid Inconvenience convert have been of where this issue for many from organization the realm unknown state not necessarily for confront with challenges before face to well equipped (Hawke, Amy & Heffernan, 2006).

Today there are so many from the organization to syntax growing from value direct economic social responsibility awareness found and with merge It's to constituting fund making strategic with strategy main activity managerial Self can the effect positive on Society and environment have to be at meanwhile, the fame and credit take also reinforcement , with follow from this Method, No single For today profit production can do location the future of taking consolidation You can Will (Visser, 2014) .

On the one hand, social planning was introduced from the 1960s. In that decade, the government and directors of major cities found that social unrest as ethnic, racial and class; a threat to economic and political stability in the cities. Hence, the category of social planning was popular and popular. In fact, social planning, as a sign of equality and cooperation seeking state and city managers, interpreted, however, the starting point for urban management in its newest sense should be the transformation of the 1980s and 90s. At this time and after the period of the relative decline of the 1980s, new concepts and concepts related to the role and duties of the state There are inefficiencies in the 70's and the welfare state in the face of current events in the social and technical fields had shown the way to a minimal state and government Local in the light of state-of-the-art management become empowered. The process of decentralization has also accelerated the transformation of urban management into a powerful and efficient legal entity. In the final step of the positivist ideas and critical thinking in the field of social and cultural structuralism and defeat matched solutions in different parts of the Western samples were modeled (Saeidi, 2015) and emphasis on solving local problems in Further strengthen urban management, particularly was in developing countries (Vitell, 2015) .

today the organization do duties with the most efficiency and effectiveness in result realization goals and missions, plus on adhering to standards and rules Organizational and lawful need to collection from guidelines ethical that are taken at this order help and with coordination and Stability move are taken to Side situation optimal facilitate to make observance of morality getting and work and Social responsibility from the way increase legitimacy of actions Organization, Profitability and improvement advantage competitive success Organize Under the effect of it (See Carroll et al., 2016).

Selection and implementation of a suitable and developed strategy in relation to performance enhancement in organizations is considered as the ultimate success of a service organization. come on , for this purpose according to the listed organizations and individuals can be affected by various factors including social responsibility of Based on the organization of the principles of religion Take it Accepts and Be reflected in their actions that these are the principles In it the rest of the cases, including respect for human rights, fair treatment of the work, And securing its customer (s) and protection of the environment on the set of the communities in which they are based are active Is, these principles not only morally desirable objectives and are friendly to ten But these factors are important for the whole of January from this point on making sure that the community will provide the possibility of survival of the organization in the long run because the activation of the organization and conduct of the board.

Bad for the purpose of this study, are a law to pursue the matter of the social responsibility of improving the city's transport system performance in Tehran Impact of the transition?

Background Research:
On Basis researches and Scrolling that at year 2002 at Industry India the face taken sign the social responsibility effect positive on business and activity Organization The has it, so that causing tuning regulation the framework Work Effect Partly systems judgment, effectiveness principles accounting presentations Report do auditing and decrease corruption commercial and Something will Became . from sideways determination the visitors strategy social responsibility In the department , consumption suppliers fund - The owners supply Suppliers Employees connections organizational and Communities local And Worldwide Government and organizations Non-Governmental and Non Profitable are That Share It's arrangement at organization function, 75 % of employees, 66 percent of consumption Suppliers and 59 % communities local.
On basis researches the other at year 2007 by Toshiba group company do effortless imply from that in one opinion measurement wide , 37% of this Company take about responsibility affordable to be social " Excellent " and 47 % " Good " assessment made from sideways this company from 190000 People Personnel at most points the world to title one company the world and with attention to success the result from factors main Success take at pay to Issue Responsibility likeness social and Management It's knows. From the perspective this group Also Members create an effect social Responsibility This Company, Consumption Suppliers fund the owners, supply Employees, employees connections Organizational and local, Government and also taking part Organizations working Non-Governmental and Non Profitable (Pantouvakis, A., and Lymperopoulos, C, 2008)
Allergy work (2011) in a study entitled "Social responsibility and profitability," the role of social responsibility in business. In his research, he suggested the net profitability of socioeconomic responsibility. In fact, he concluded in his research that businesses had low ethical standards for society, and that they had no social responsibility except to comply with the law.
Carr. (2011) also at research under title " Social responsibility company and performance financial company " to check relation among function financial and function social company The results are presented research are Imply from Existence Relation Positive so Function Financial And Function the company was social .
Abd Aziz & MohdYasin (2010) , to research with title evaluation Factors Effective on value special brand bank Services at country Malaysia they paid and Method achievement to value Special brand Banking services take review to this result arrived that Performance organizations Great effect at achievement are worth special for brand organization.

Ryan et al (2013), in a research on the impact of services on the value of a multi-channel retailer brand, concluded that customer perceptions of online and non-online service quality have a positive impact on the brand value of retailers. Meanwhile, the impact of online services is less than on-line.

Jumiati, J., & Norazah (2015), in a research aimed at investigating and identifying the type of young consumers' attention to brand equity, young consumers often find out that brand awareness has an impact on brand equity. This category of customers will get this awareness of social networking and social media used to compare products and services from different brands.

In an article by Kim et al (2016) was conducted to evaluate the effect of corporate social responsibility and the water inside of the commitment of and creates better financial performance in the company and states that corporate social responsibility has a significant impact on financial performance and organizational commitment.

Method research
This research is based on the objective and in terms of collecting data, a cross-sectional survey , a cross-sectional method for collecting data about one or more industries at a time interval (one day, a week, one month, one year) It is done through sampling from the community , this Research species It describes a community based on one or more variables.

Variable Research
Research variables are divided into two independent and dependent categories, by which the independent variable of the research, which is a criterion of social responsibility Includes four economic, legal, Ethical and humanitarian and dependent variable Research is also performance system shipped and Quotes a city is considered to be given in Table 1 of the relevant questions:

Table (1), details of research questionnaires

Variables	Dimensions	Number of questions	Source
social responsibility	economic	3-1	(Found From Carroll 1979 ; Li And Partners, 2013)
	Lawful	7-4	(Found From Carroll 1979 ; Li And Partners, 2013)
	Ethical	9-8	(Found From Carroll 1979 ; Li And Partners, 2013)
	philanthropy	13-10	(Found From Carroll 1979 ; Li And Partners, 2013)
Function System Shipped And Quotes Urban		14-16	(Found from Jahanshahloo 1386)

Society and Sample Statistical
Society Statistical Research Present Kidney managers, experts, experts and decision makers in Tehran Is intended. In this study, because of the homogeneity of the population of sampling units Take Accidental It is simple to use based on Cochran formula the sample size of 385 was calculated.

Results
Considering the studies carried out in the previous sections, which examined each dimension and fitted the questionnaire in these sections, this section explores the structure General research in two parts of the hypothesis The main and the subset of the research has been studied :
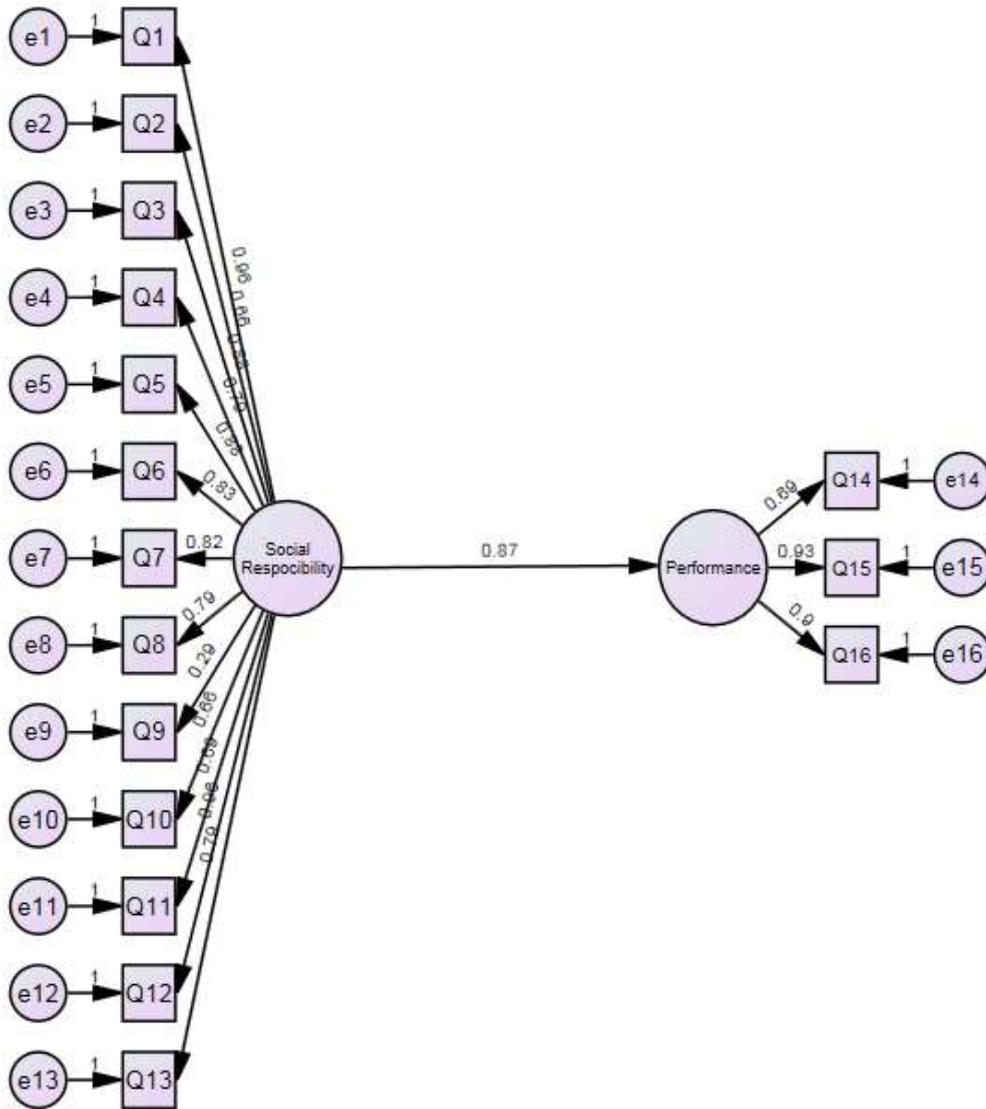
Figure (1) Structural Equation Model (Main Hypothesis)

To see fit the model results are shown in the following table:

Table (2) Review the general fitting of structural equations (Main Hypothesis)

Parameter name	the amount of	Limit
Chi-square ratio to degree of freedom	1.229	Smaller than 3
Non-standard fit index (RMSEA)	0.000	Smaller than 0.05

Adaptive fit index (CFI)	0.999	Larger than 9/0
Fitness Index (GFI)	1,000	Larger than 0.8
Adjusted Adjustment Horn (AGFI)	1,000	Larger than 0.8

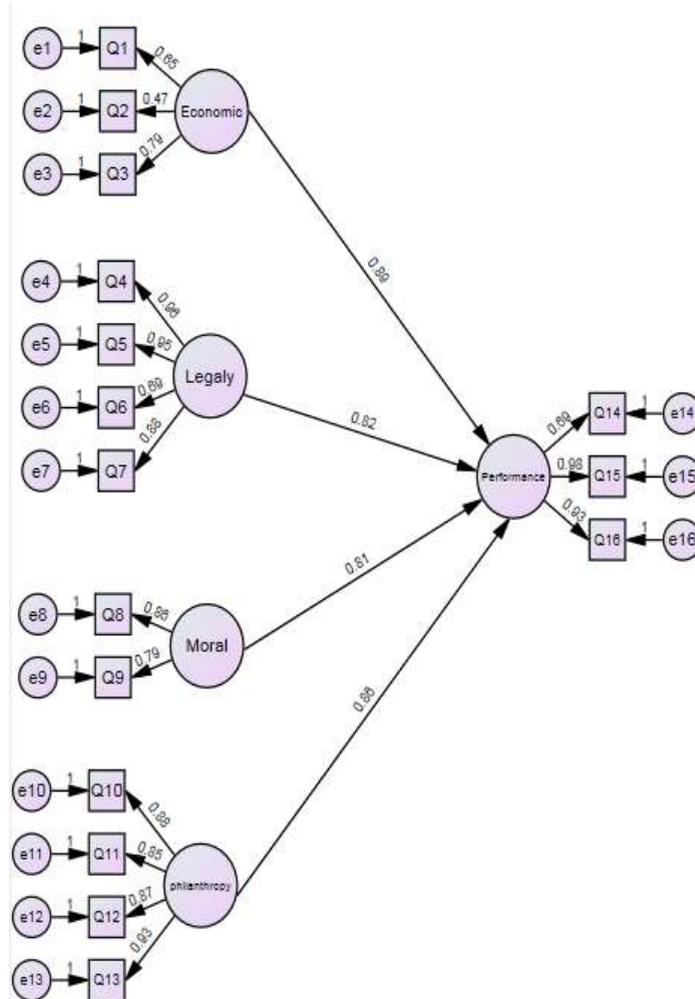To see fit the model results are shown in the following table:

Figure (2) Standard Equation Structural Equation Model (sub-**hypotheses**)

To see fit the model results are shown in the following table:

Table (3) a survey of the general fitting of structural equations (Standard **mode**)

Parameter name	the amount of	Limit
Chi-square ratio to degree of freedom	**2.225**	**Smaller than 3**
Non-standard fit index (RMSEA)	**0.002**	**Smaller than 0.05**
Adaptive fit index (CFI)	**0.995**	**Larger than 9/0**
Fitness Index (GFI)	**1,000**	**Larger than 0.8**
Modified Fitness Index (AGFI)	**0.995**	**Larger than 0.8**

Analysis of research hypotheses:

In this section, we examine the hypothesis by analyzing the path Pay, according to the results obtained results are shown in the following table:

The main hypothesis: social Responsibility on Upgrade Function System Shipped and Quotes Urban at City Tehran the effect.

Table (4) Hypothesis path analysis Original

Hypothesis	Impact factor	The statistics You are a student	The significance level	Result Test
Social Responsibility On **Upgrade Function System Shipped And Quotes Urban At City Tehran the effect There.**	**0.87**	**1. 981**	**0.039**	**Confirmation**

In the hypothesis The main reason is that the significance level is 0.039 and smaller than 0.05 (P-value <0.05) And has met the permissible limit, which means confirming the hypothesis The opposite is where it shows the impact of social Responsibility On Upgrade Function System Shipped And Quotes Urban At City Tehran There.

The results of sub-assumptions

o Sub-hypothesis one: Economic responsibility to promote the city's transport system performance impact in Tehran.

Table (5) Analysis of the path of the one hypothesis

Hypothesis	Impact factor	The statistics You are a student	The significance level	Result Test
o **Economic responsibility to promote the city's transport system performance impact in Tehran.**	**0.86**	**2. 071**	**0. 01 7**	**Confirmation**

In the sub hypothesis, one considering that the significant level is 0.017 and smaller than 0.05 (P-value <0.05) And has a statistical t equal to 2.071 and the limit has been met , meaning confirmation of the hypothesis Contrast that showed the impact of economic responsibility to promote the city's transport system performance in Tehran There.

o   The second hypothesis: in charge of the law on the promotion of the cities transport system performance impact in Tehran.

Table (6) Analysis of the second hypothesis path

Hypothesis	Impact factor	Statistic of t	The significance level	The result of the test.
In charge of the law on the promotion of the performance of the system of transport of the city of Tehran's influence.	**0.83**	2. 6 95	0. 0 14	**Confirmation**

In theory the second sub Given the significant level equal to 0.014 and less than 0.05 (P-value <0.05) T is equal to 2.695 and the limit is adhered to a hypothesis of the influence that it does in charge of the law on the promotion of the performance of the system of transport of the city of Tehran city is.

o   Third sub-hypothesis: responsibility Moral on the promotion of the performance of the system of transport of the city of Tehran's influence.

Table (7) path analysis hypothesis third

Hypothesis	Impact factor	Statistic of t	The significance level	The result of the test.
Responsibility Moral on the promotion of the performance of the system of transport of the city of Tehran's influence.	**0.82**	2.329	0. 0 16	**Confirmation**

In the third sub-hypothesis, given that the significance level is 0.005 And smaller than 0.05 (P-value <0.05) And the statistical t is 2.329 And observe the limit means the hypothesis is that it does affect the responsibility Moral on the promotion of the performance of the system of transport of the city of Tehran city is .

o   Sub-hypothesis 4: Responsibility Optional (voluntary) on the promotion of the performance of the system of transport of the city of Tehran's influence.

Table (8) Analysis of the path of the fourth sub-hypothesis

Hypothesis	Impact factor	Statistic of t	The significance level	The result of the test.
Responsibility Optional (voluntary) on the promotion of the performance of the system of transport of the city of Tehran's influence.	**0.84**	2.771	0. 030	**Confirmation**

In the fourth sub-hypothesis , given that the significant level is 0.030 And smaller than 0.05 (P-value <0.05) And the statistical t is 2.771 And observe the limit means the hypothesis is that it does affect the responsibility Optional (voluntary) on the promotion of the performance of the system of transport of the city of Tehran city is .

For this purpose, the following assumptions are shown in Table 9:

Table (9) Review of research hypotheses

Hypothesis	Impact factor	Statistic of t	The significance level	The result of the test.
Main hypothesis: Social responsibility to improve the performance of the carriage system And Urban transportation in the city Tehran the effect There.	**0.87**	**1. 981**	**0.039**	**Confirmation**
A hypothesis: responsibility for the economy on the promotion of the performance of the system of transport of the city of Tehran's influence.	**0.86**	**2. 071**	**0. 01 7**	**Confirmation**
o **The second hypothesis: the one of the law on the promotion of the performance of the system of transport of the city of Tehran's influence.**	**0.83**	**2. 6 95**	**0. 0 14**	**Confirmation**
o **Third sub-hypothesis: responsibility Moral on the promotion of the performance of the system of transport of the city of Tehran's influence.**	**0.82**	**2.329**	**0. 0 16**	**Confirmation**
o **Sub-hypothesis 4: Responsibility Optional (voluntary) on the promotion of the performance of the system of transport of the city of Tehran's influence.**	**0.84**	**2.771**	**0. 030**	**Confirmation**

Conclusion

Selection and implementation of a strategy developed in connection with the performance improvement in organizations as a service organization's ultimate success will be de-purpose and According to the above organizations and individuals can be affected by various factors considered, including the chief of the community in which the organization of the son of Eddie can be and will be in our actions reflect that these are the principles about the Ann streets of the main cases, including respect for human rights, fair treatment of the work, customers of Ann and Tom of the participants and protection of the environment of (I) of the sets on the communities in which they live by based on the concept of research derived from R Carroll And Et al (2016) examined the effect of responsibility for the community to improve the performance of systems shipped and Quote city in the city of Tehran were, in order hypotheses in the form of social responsibility projects which were components of the included economic, legal, ethical and Humanitarian and based on a questionnaire survey among a sample of the data consisted of 385 managers, experts, experts And Decision -makers in the city of Tehran using structural equation modeling to analyze results were based on the results of the study, all the hypotheses were confirmed also by the path coefficient obtained social responsibility on the city at a rate of 0.87 Has an effect .

The main hypothesis is the impact of social responsibility on improving the performance of the transportation system and urban transportation in the city Tehran Where the impact factor of 0.87 and the value of the significant level respectively 1.981 and 0.039 may be. The results of this section are the result of research by Kim et al. (2016) is in the same direction.

Sub- hypothesis is a sign of the impact of economic responsibility on improving the performance of the transportation system And Urban transportation in the city Tehran Where the impact factor of 0.86 and the value of the significant level respectively 2.071 and 0.017 may be. The results of this research news, widescreen is in the same direction.

The second sub- hypothesis shows the impact of accountability Legal to improve the performance of systems shipped and urban transportation in the city Tehran Where the impact factor of 0.83 and the value of T and the significant level of 2.695 and 0.014 respectively are. The results of this the part Investigations by Kim et al. (2016) both so it is the same result.

Hypothesis third sub of the impact of responsible ethical to improve the performance of systems shipped and urban transportation in the city Tehran Where the impact factor of 0.82 and the value of T and the significant level respectively 2.329 and 0.016 may be The results of this the part The research hopes (1392) and Scott et al. (2010) both so it is the same result.

The fourth sub- hypothesis indicates the effect of voluntary (voluntary) responsibility on improving the performance of the transportation system And Urban transportation in the city Tehran That according to the results of the impact factor of 0.84 and the value of T and the significant level respectively 2.771 and 0.030 may be The results of this the part The research findings with previous results Hgarty and Mattsson (2007).

Suggestions
Suggestions based on assumptions

Sub- hypothesis is a sign of the impact of economic responsibility on improving the performance of the transportation system And Urban transportation in the city Tehran Which in this section would be things like Decrease The cost of transportation And Urban transport , increasing the efficiency of the shipping system And Urban transport , to provide long - term strategies .

The second sub- hypothesis shows the impact of accountability Legal to improve the performance of systems shipped And Urban transportation in the city Tehran Where the impact factor of 0.83 and the value of T and the significant level of 2.695 and 0.014 respectively are. In this section can be things like Decrease Commercial regulations, contract Legal Related to Operation of Commercial, laws And Method of operating correctly taken into account.

Hypothesis third sub of the impact of responsible ethical to improve the performance of systems shipped And Urban transportation in the city Tehran Where the impact factor of 0.82 and the value of T and the significant level respectively 2.329 and 0.016 may be. In this section will be involving the use of strategies, ethics and trust be considered.

The fourth sub- hypothesis indicates the effect of voluntary (voluntary) responsibility on improving the performance of the transportation system And Urban transportation in the city Tehran which in this section would be such as to reduce pollution of the environment, activities and services for various Take of the Organization of Welfare and Cultural considerations.

Future suggestions

1. Suggest the influence of social responsibility using culture as a mediator and moderator, to extend their model.

2. Propose to other aspects of social responsibility that are not included in this study are examined in further research

7. It is recommended using fuzzy techniques and multi-criteria decision to rank the factors and criteria.

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