

The Causal Model of Corporate Identity, Security Leadership, and Work Ethics

Elham Ghobadi

Department of Educational Management,
Shiraz Branch, Islamic Azad University, Shiraz, Iran

Meimanat Tabbodi

Department of Educational Management,
Shiraz Branch, Islamic Azad University, Shiraz, Iran
(Corresponding Author)
dr.mtabbodi@yahoo.com

Received: **04 February 2019**

Accepted: **23 July 2019**

Abstract. This research is based on the investigation of the relations between corporate identity, security leadership, and work ethics among the Shiraz University's staffs. This research is practical and the data collection was done with descriptive correlative method. The statistical populations are the Shiraz University's staffs and their numbers are 982. The sample size is 288 and they are chosen randomly according to the Morgan table. Three questionnaires are used in this research while their justifiability and reliability are confirmed: Aniti (corporate identity), Kumb (security leadership) and Gregory C Petty (work ethics). The descriptive and inference statistical variable are used in data analysis: frequency, percentage, mean, standard deviation in descriptive statistics and Pearson correlation coefficient in statistical inference. The results show the significant effect of corporate identity and security leadership on the work ethics. The corporate identity, security leadership and works ethics have the significant effect on their own components, as well. The overall results indicate that the corporate identity and security leadership affect the works ethics.

Key Words: Corporate Identity, Security leadership, Work Ethics.

1. Introduction

The organizations are depending on the human who act as the developers and directors while they enliven those organizations, as well. Without them, there is no concept for those places and management is not achievable. Despite the mechanization, human is still vital for survival of the organization in future. Thus, human resources are the most valuable element as they make decisions and suggest the solutions for the problems, efficiency, proficiency and efficacy (Mohammadi, 1388). Nowadays, the organizations deal with the issues such as technology progress and limitation in funds and energy, therefore they seek for competitive factors for survival and progress. In this secure quest, they realized that such a competitive factor could make advancement when an organization compares with the others. Recruitment of proficient employers with behavioral security and commitment by the managers is an art for behavior management which is affected by environment and manager's interaction, so these behaviors have a positive impression on the staff (Khoshbakht et al). The managers and their leadership's style are the basis for motivation and attachment, so a careful attention must be paid when those styles are chosen. The higher education institutes interacts with complexities and challenges since their new responsibilities cause new obligations and conditions in creation of secure milieu for the staff. The classic methods are doomed to disappear as universities apply new modalities in their systems. Researchers in the sphere of international growth consider three reasons for the recent changes in higher education system: 1- Request for higher education 2- Complexities 3- Globalization those complexities cause new responsibilities for the staff. The first responsibility is to resolve those complexities with revolutionary style. On the other hand, corruption and immorality are causing many issues on the global level; therefore this condition creates new concerns for the governmental and private sectors. The researchers seek theoretical basis for the violation of behavioral criterion in public sector which would be applicable to these cases. Therefore, efficient managers are concerned about the appropriate conditions for the staff to do their jobs with responsibility and commitment while they are adhering to the moral codes. On the other hand, educational centers which are responsible for the educational services; similar to an

industrial unit they include production factors such as fund, human resources, technologies and management while the skillful staff have the fundamental roles. Today, the cases such as management and leadership should be emphasized in the education since they affect efficiency and satisfaction.

2. Literature review

The internal and external resources are replete with the researches about this topic which are done in the organizations, thus it is necessary to bring a brief summary about them. Qalavanidi and Ahmadian (1395) discuss about the security leadership and ethic with descriptive-correlative method. Ahmadian et al (1395) insist on the positive and significant relationship of security leadership and ethic with organizational trust. Esmaili and Rahimiaqdam (1395) have written an article about the ethical behavior and its effect on the staff's function. Mohamad Nejad Federdi et al (1395) concentrate on the managers' behaviors and preservation of the staff while they consider mediator roles for corporate identity, satisfaction and commitment. Hasani and Shohoodi (1392) have done a great research in Urmia University about the work addiction while they consider a relationship between security leadership and mental security. Shams and Khaligian (1392) have written an article about the effect of security leadership on mental security while leadership has a mediator role. Adineh (1390) have chosen Bank Melli Iran to study the relationships between ethic, trust and corporate identity. Rhiminia and Nik Khah Farkhani (1390) have done a research with this title: the effect of ethic on the corporate identity and seller's inclination to resign. Tavasoli and Najjar Nahavandi (1387) have written an article about the experimental studies on ethic while gender is a central point. Almaqir and Edin (2017) work on the relationship between corporate identity, social responsibility and ethic in the organizations. Mare (2017) in his thesis "maintaining an ethical corporate image" studied the relationship between corporate identity and ethic. The results show the positive effect of ethic on the image and corporation's identity and progress in organization consequently. Gonzales et al (2017) focused on the relationship among corporate identity, entrepreneurship and ethic. The analysis said that the ethical

behavior improve corporate identity in 104 Spain's factories. Sabjo, Terona and Aysija (2013) explained the relationship between commitment and corporate identity and its effect on the behavior in the organizations, the results show that commitment has positive and significant relationship with the staff's behavior, but there is no significant relationship with employee's performance. Likewise there is no significant relationship between behavior and performance. In the other article, Barth (2011) concentrates on the effect of corporate identity and manager's communication style on staff's inclination toward information sharing. The results show that open style and High Corporate identity increase information sharing. On the other hand, the close style creates a defensive silence, so the staffs are not eager to share information, even if the corporate identity is high. According to research literature the research hypotheses are as follows:

- There is a significant relationship between corporate identity and ethic.
- There is a significant relationship between security leadership and ethic.
- There is a significant relationship between the corporate identity, security leadership and ethic.

3. Method

The method is descriptive-correlative and its purpose is practical. The statistical population is Shiraz university staff and its number is 982. The sample is determined by the Morgan Table and its number is 288 since the population's number is 982. The sampling method is Simple Random Sampling and the questionnaires are used for data collection. These questionnaires are Aniti Corporate identity (2006), Komb Security leadership (2011) and Gregory C.Petty for ethic in work (1991). The collected data are analyzed with SPSS AMOS software using Descriptive statistics: frequency, frequency percentage, mean, standard deviation and graph and Pearson correlation coefficient in inferential statistic.

4. Findings

The first hypothesis is a significant relationship between incorporate identity and ethic. Thus, the fitness indexes are calculated and the results are shown in Table 1.

Table 1. Fitness indexes

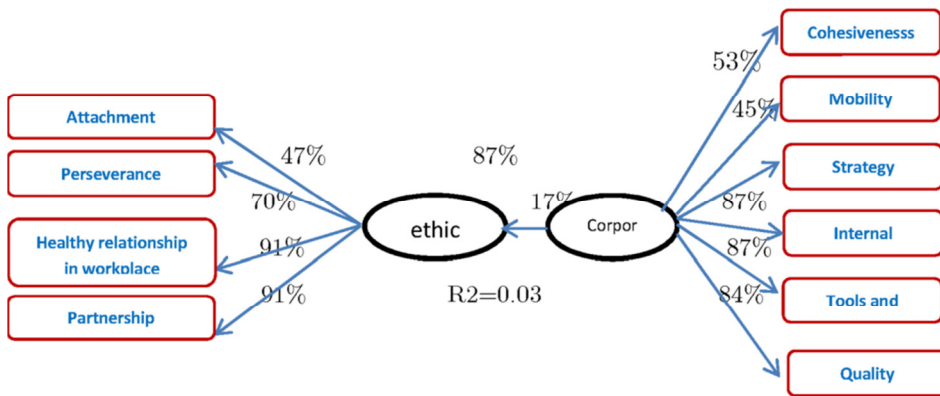
Index	X2/df	P	GFI	AGFI	IFI	CFI	RMSEA
Before	6.89	0.0001	0.84	0.75	0.87	0.87	0.15
After	2.77	0.06	0.94	0.9	0.97	0.97	0.08

The Table 1 includes the indexes before and after correction. The fitness is not good before correction, so the corrections are done with AMOS with coupling error coefficients to achieve optimal fitness. So, the indexes of fitness are as follow:

$X^2/df = 2.77$ while significance level is

$P = 0.06$ $GFI = 0.94$ $AGFI = 0.9$ $IFI = 0.97$

$RMSEA = 0.08$



$P < 0.05$ $p < 0.01$

Fig 1. Relationship between corporate identity and ethic

The results show that corporate identity ($P < 0.02$, $t = 2.29$, $\beta = 0.17$) has a significant effect on ethic. Fig. 1 and Fig 2 are results for this analysis. Furthermore, corporate identity has a significant beta on its indexes and the ethic has a significant beta on its indexes, as well.

Table 2. The coefficients for direct path

Path	Estimated Value	Standard Value	Standard Error	T	P
Corporate identity on ethic	0.19	0.17	0.08	2.29	0.02
Corporate identity on cohesiveness	0.68	0.53	0.07	8.28	0.0001
Corporate identity on mobility and coverage	0.58	0.45	0.07	8.13	0.0001
Corporate identity on strategy knowledge	1.31	0.81	0.14	9.49	0.0001
Corporate identity on internal communication	1.43	0.87	0.16	8.80	0.0001
Corporate identity on tools and protection	1.79	0.87	0.20	8.82	0.0001
Corporate identity on quality	1.15	0.84	0.13	8.68	0.0001
Ethic on attachment and interest	1	0.47	0.10	8.37	0.0001
Ethic on perseverance and seriousness	1.08	0.70	0.12	8.85	0.0001
Ethic on healthy communication in workplace	1.03	0.91	0.14	7.17	0.0001
Ethic on partnership	1.34	0.91	0.18	7.37	0.0001

The second hypothesis is a significance relationship between security leadership and ethic. The fitness indexes are calculated and the results are shown in Table 3.

Table 3. Fitness indexes

Index	X2/df	P	GFI	AGFI	IFI	CFI	RMSEA
before	6.89	0.0001	0.88	0.79	0.81	0.76	0.18
after	1.68	0.07	0.96	0.93	0.99	0.99	0.05

The Table3 includes the indexes before and after correction. The fitness is not good before correction, so the corrections are done with AMOS with coupling error coefficients to achieve optimal fitness. So, the indexes of fitness are as follow:

X2/df= 1.68 77 while significance level is

P=0.07, GFI=0.96, AGFI= 0.93, IFI= 0.99, CFI=0.99, RMSEA=0.05

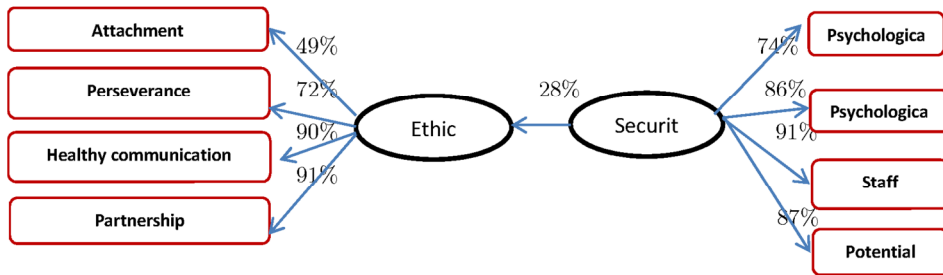


Figure 2. Relationship between security leadership and ethic

The results show that security leadership ($P < 0.0001$, $t = 3.69$, $\beta = 0.28$) has a significant effect on ethic. Figure 2 and Figure 4 are results for this analysis. The security leadership has a significant beta on its indexes and ethic has a significant beta on its indexes, as well.

Table 4. The coefficients for direct path

Path	Estimated Value	Standard Value	Standard Error	T	P
Security leadership on ethic	0.28	0.28	0.07	3.69	0.0001
Security leadership on Psychological Effectiveness	0.67	0.74	0.04	13.9	0.0001
Security leadership on Psychological security	1.29	0.86	0.07	17.8	0.0001
Security leadership on staff acceptability	0.92	0.91	0.04	19.5	0.0001
Security leadership on potential observance	1	0.87	0.06	17.8	0.0001
Ethic on attachment and interest	1	0.49	0.11	8.5	0.0001
Ethic on perseverance and seriousness	1.08	0.72	0.14	7.3	0.0001
Ethic on healthy relationship in workplace	0.98	0.90	0.12	8.02	0.0001
Ethic on partnership	1.29	0.91	0.16	8.04	0.0001

The third hypothesis is a significant relationship between corporate identity and security leadership with ethic. The fitness indexes are calculated and the results are shown in Table 5.

Table 5. Fitness indexes

Index	X2/df	P	GFI	AGFI	IFI	CFI	RMSEA
Before	6.89	0.0001	0.79	0.86	0.88	0.83	0.13
After	2.08	0.06	0.93	0.90	0.97	0.97	0.06

The Table5 includes the indexes before and after correction. The fitness is not good before correction, so the corrections are done with AMOS with coupling error coefficients to achieve optimal fitness. So, the indexes of fitness are as follow:

X2/df= 2.08 while significance level is
 P=0.06, AFGI=0.9, GFI=0.93, IFI=0.97, CFI=0.97, RMSEA=0.06

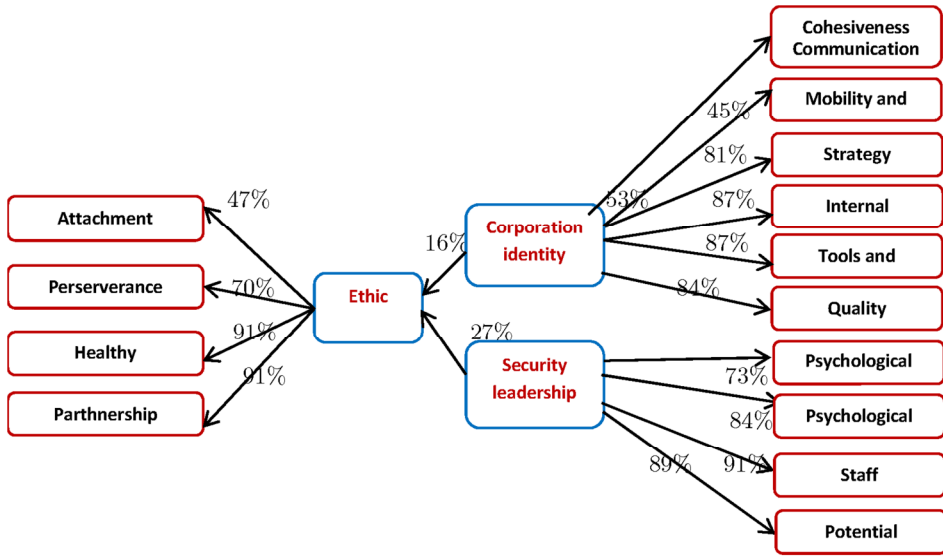


Fig 3. Relationship between secu. Leadership & corporate identity and ethic

The results show that show that corporate identity ($P < 0.02$, $t = 2.18$, $\beta = 0.16$) and security leadership ($P < 0.0001$, $t = 3.56$, $\beta = 0.27$) have a significant effect on the ethic. The security leadership, ethic and corporate identity have a significant beta on their indexes. The results are shown in Figure 3 and Table 6.

Table 6. The coefficients for direct path

Path	Estimated Value	Standard Value	Standard Error	T	P
Corporate identity on ethic	0.18	0.16	0.08	2.18	0.02
Corporate identity on cohesiveness	0.68	0.53	0.07	8.11	0.0001
Corporate identity on mobility	0.58	0.45	0.07	8.13	0.0001
Corporate identity on strategy knowledge	1.31	0.81	0.14	9.49	0.0001
Corporate identity on internal communication	1.43	0.87	0.16	8.81	0.0001
Corporate identity on tools and protection	1.79	0.87	0.20	8.82	0.0001
Corporate identity on quality	1.15	0.84	0.13	8.68	0.0001
Security leadership on ethic	0.40	0.27	0.11	3.56	0.0001
Security leadership on Psychological Effectiveness	0.67	0.73	0.11	13.3	0.0001
Security leadership on Psychological security	1.29	0.83	0.13	14.6	0.0001
Security leadership on staff acceptability	0.92	0.91	0.10	13	0.0001
Security leadership on potential observance	1	0.89	0.12	12.4	0.0001
Ethic on attachment and interest	1	0.47	0.11	8.5	0.0001
Ethic on perseverance and seriousness	1.08	0.70	0.12	8.94	0.0001
Ethic on healthy communication in workplace	1.02	0.91	0.12	7.24	0.0001
Ethic on partnership	1.33	0.91	0.18	7.45	0.0001

5. Discussion and Conclusions

According to the findings, the corporate identity and its indexes predict the ethics and its indexes. The theoretical framework of this article defines the corporate identity in this question: who we are as an organization? Or in the other word, it covers the limitations which can define the employers in one organization with respect to their similarities (Cohen, Nelson, 2002). Corporate identity deals with the factors such as: coherent identity, mobility, strategy knowledge, internal communication,

tools, protection and quality. The coherent identity improves commitment and ethic, so the purposes become achievable. Membership causes emotional strength and attachment; it covers characters, personalities and the mind, as well. Proud and honor are considerable example for this definition. Membership and attachment might be derived from common purposes or it might be derived from this fact that the individuals feel the necessities of their performance (Cheni, 1983). The researcher believe that the internal communication ensures the healthy relationships, partnership and a high degree of ethic. In the other words, the efforts to improve internal communication and partnership and corporation with the patronages, emotional strength and attachment motivate the staffs to meet the plans and purposes in the organization, so the relationships become healthy and the organizations see progress since the concept of ethic become prevalent. So, there is a significant relationship between corporate identity and ethic. The results are in line with these researchers: Rahimnia and Nikhkhah Farkhani (1390), Qoli poor. Poor Ezat, Mohammadi(1390), Mare (2017), Baron et al (2005) and Oliver et al (2010). The results show that the corporate identity predicts the ethic and a security leadership has a significant effect on ethic. Regression analyses show that the security leadership predicts the ethic; thus ethic could become prevalent among university's staff if there is a security leadership. Regarding the theoretical framework, security leadership can be considered as a revolutionary approach and a process for promotion of expertise, growth and organizational learning. It can promote security, assurance, compatibility and flexibility which are necessary for conformity with outside upheaval (Komb, 2001). Acceptability is a fundamental attribute in security leadership. The manager must be accepted by the staffs and the individuals or the groups must incline to him, so the management is formed by their request (Alam, 1383). So, the researcher believes that the orders and programs will be executed perfectly if the manager has more popularity and the partnership and cooperation become prevalent. On the other hand, if the manager has a positive view in his interaction and considers the staff as human, the communications become healthy and partnership is promoted and sense of ethic become prevalent. So there is a significant relationship between security leadership and ethic.

The findings are consistent with these researchers: Qalavandi et al (1395), Ahmadi et al (1995), Esmaili et al (1995), Karakar (2005), Petti et al (2002). The correlation matrix shows a significant correlation between total score and corporate identity's indexes, it also shows a significant correlation between ethic's score, perseverance and attachment. Corporate identity and its indexes (except mobility, span and internal communication) have a significant relationship with partnership but have no significant relationship with healthy communication. The total score and leadership's indexes have a significant relationship with total score and ethic's indexes, but there is no significant relationship between total score and corporate identity's indexes with total score and leadership. Corporate identity, security leadership and their indexes can predict the significance for ethic and its indexes. According to the theoretical framework of this study, the corporate identity can be considered as a base for the events in the organizations and become a latent factor for organizational behavior (Navabi, 2011). When organizations' members understand corporate identity their performance are more effective, so they can define themselves in terms of commitment and replication for the organizations and its purposes. (Posa, Tolvanen, 2006). On the other hand, security leadership is based on the communications for perception of behavior in a leadership's pattern with these three dimensions: security with rating, acceptability and appreciation, promotion of inquiry with emphasis on growth, development and potentiality and positive interaction in responsibilities and condition (Komb, 2010). Seriousness refers to recognition of personal energy and their allocation to the purposes and organizational value (Rahnavard, 1382). Inclination to work suggests the importance of work and belief on hard works (Miller, 2002), which improve ethic. Ethic is a value or belief about the works, it is an intrinsic value and has a essential role in life of human (Queen, 1983). The positive communication is an inclusive and new sphere and concentrates on the productive process, communicational mechanism, and relative results (Doten, Rajebitez, 2017). The factors such as collective spirit and partnership in ethics refer to the adaptability, obeying the rules, regularity and consciousness (Moayedfar, 1380). The researcher believes that when the staffs judge with collective sprite, they

will respect their intrinsic value with more attachment, so the ethic will be improved in these cases. The management style improves optimal communication among human in the workplace. Corporate identity can be considered as an image for organization. So, membership and prestige gratify self-respect and self-improvement and the individuals want to be recognized in those organization. Furthermore, the individuals achieve corporate identity with evaluation of sustainability and uniqueness, so the individuals have clear image about themselves in the organizations with seriousness, perseverance and ethic. Finally it can be said that there is a significant relationship between corporate identity and security leadership and ethic. Finally, the findings are in line with Qalavanidi et al (1395), Hasani and Shohoodi (1392) and shams and Khalijian (1392).

References

- Adineh, N (1390). The Relationship between Ethic, Reliability and Corporate identity in Bank Melli, Thesis, Faculty of Accounting and Management, Allameh Tabataba'i University.
- Ahmadi, K., Fatemi, A., & Lotfi, O (1395). The Analysis of Security leadership, Ethic and Reliability in the Organization, *Ethic in Science and Technology*, 77(2), 11
- Alamgir, M., & Nasir Uddin, M. (2017). The Mediating Role of Corporate Image on the Relationship between Corporate Social Responsibility and Firm Performance: An Empirical Study. *International Journal of Business and Development Studies*, 9(1), 91-111.
- Balmer, J. M. (2001). Corporate identity, corporate branding and corporate marketing-Seeing through the fog. *European journal of marketing*, 35(3/4), 248-291.
- Esmaili, M., & Rahimieqdam, S. (1395). The Role of Ethical Value in Improvement of Staff Performance and Sprituality in Workplace. *Ethic in Science and Technology*. 105(2), 11
- Hasani, M., & Shohoodi, M (1392)., The Relationship between relationship between security leadership and mental security

- regarding Addiction to Work: Staff's view in Urmia University, Executive Management Journal, 10, 85-106
- Khoshbakht, M., & Khaefelahi, A., & Ahmadi, S (1391). Identification and Priority of Factors in Human Resource Management and Staff's Performance. Rahvar, 1, 31-56
- Mare, A. (2017). Maintaining an Ethical Corporate Image in the 2010s.
- Mohammadi, H (1388). The Factors in Improvement of Human Resource, Taavon , 204(20), 205(20), 1-19
- Mohammad Nejad Federdi, M., & Hamidi Zade,A., & Babashahi, J (1395). The Effect of Employer's Mark on Staff's Maintanance: Corporate Identity, Satisfaction, and Commitment as a mediator, Management and Development, 96, 47-70
- Qalavandi, H., Ahmadian, Z (1395). The Relationship between Security leadership and Ethic, Ethic in Science and Technology, 3, 39-48.
- Shams, Q., Khalijian, S (1392). The Effect of Security leadership on Staffs' Mental Security: Mediator Role of Leadership,36 33-54
- Rahimnia, F., & Nikkhah Farkhani, Z (1390). The Effect of Ethic on Corporate identity and Inclination of Seller toward Resignation. Ethic in Science and Technology, 4, 10-20
- Tavasoli, Q., & Najar Nahavandi, M. (1387). The Experimental Study of Ethic with Emphasis on Gender. Woman Study, 6(3), 39-60.

