

## The Role of Social Responsibility in Administration System of Health Promotion

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**ABSTRACT:** Today, the term corruption is used along with administrative health issues and its lack causes the serious problems for the growth and development of countries especially developing countries. And social responsibility in health promotion bureaucracy is an undeniable necessity. Social responsibility of organizations have a profound impact on social systems and their activities should be in a way that they will not harm the community and relevant organizations are required to compensate for existing losses. Therefore, this study examines the role of CSR on the administrative system of health promotion at the University of Maragheh using a descriptive-survey method. In order to conduct the surveys and research laid the conceptual model library. In this study, based on randomly selected sample of staff and faculty of Maragheh, 86 questionnaires were distributed and among them 70 were collected. For a detailed analysis of data collected from a sample, the SPSS software is used and the results shows the impact of the assumption of social responsibility in promoting awareness and knowledge of the research hypotheses have been confirmed.

**Keywords:** Corruption Administrative, Health Administrative, Social Responsibility.

### INTRODUCTION

Corporate Social Responsibility is a major factor in the survival of any organization. Given that all relationships with community organizations, social responsibility, regardless of size or sector, has become an unavoidable issue. However, because it is unknown territory for many organizations, it does not well equipped to deal with the challenges ahead (Emami, 2006). Corporate Social Responsibility is not only to be effective rather, it is the responsibility of the society in which they operate to serve (Mchil, 1992). The increasing complexity and dynamics of cultural factors, economic, political and science and technology in National and international level increases requirements and compliance with environmental impact. Administrative system is a tool to respond to these developments. To deal with the new wave of global and local mass changes, the administrative system is healthy, responsive, dynamic, flexible and efficient requirements; Administrative system as a subsystem of the system of economic, social, cultural, scientific, should improve the efficiency of the system changes in order to improve their productivity. Because developed administration can be developed and used in the service of economic development, social and cultural rights. Foundation for Quality Management Europe, which is fundamental to the EU, depends on the model of excellence for organizations, corporate social responsibility as one of its eight values introduced. Also it

devotes one of the nine criteria for evaluating companies, it accounts for eight percent of Corporate Social Responsibility. The total point for this criterion considers the evaluation is now a broad and comprehensive in-depth study of the principles of management and marketing (Magnan Karol et al., 2004).

Today, being cut bureaucracy is as inevitable but painful reality that in almost all countries, whether developed or developing. Administrative systems have been in countries most vulnerable and target damage headed the center of this phenomenon (Estapen Harest et al., 1997). Corruption has grown as one of the realities of today's society, unprecedented growth in bureaucracy, political and social world. Any country with any degree of wealth and power cannot claim that it is immune from the consequences of malicious mischief. This paper seeks to investigate the factors of social responsibility and its impact on health promotion office.

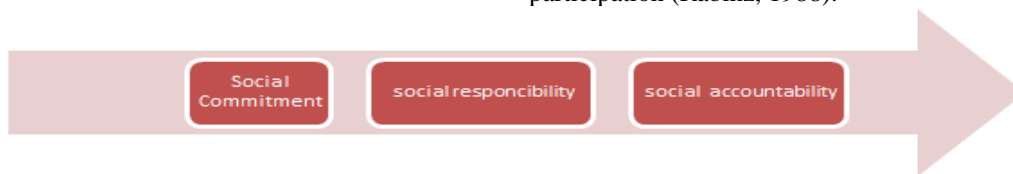
Combine social responsibility with thinkers, has different meanings. Certo have defined the social responsibility of business: management commitment and duty to safeguard and promote the welfare and interests of the firm's work that is corporate social responsibility have been defined from the perspective of the firm's stakeholders: Talk of social responsibility when it comes to business stakeholder management firm that is compromising. If we combine these two definitions, CSR can be defined such firm or its managers: Social

responsibility manager / agent is required to meet and satisfy the demands of external stakeholder groups, including customers, suppliers, distributors, environmentalists and locals Iranian Revolutionary Guards unit activities / services, with interests ranging from domestic interest groups owners or shareholders and employees of units (Ferom, 1981). Social responsibility, in management and disciplinary regulations, marketing studies, and has profound implications (Eliganz et al., 2010). CSR can be a subject to a range of stakeholders and in particular the relationship between the institution and its environment (Lima et al., 2011). A concept that is inherently competitive and different perceptions of the phenomenon, evidence (Dart, 2010).

Rising trend of development, increased social responsibility and challenges that these developments are ethical violations, corruption, lack of commitment, sexual problems, inconsistencies and lack of accountability. Despite these difficulties, governmental and non-governmental organizations, particularly in developing

countries, the establishments of good governance measures are exponentially (Alkodojo, 2011).

Promote social responsibility in Iran, heavily influenced by the rapid increase of pressure in the markets is that much of the manufacturing and service organizations to improve their identity, to have a strategic vision (Almohammadi, 2011). It should be noted that the management of ethics, social responsibility and social commitment to social responsibility is a difference. Anderson writes about it in his book: Both in terms of management ethics and social responsibility to adhere to ethical values and norms of society and the goal of providing administrators are concerned. The difference is that social responsibility, the macro issues that will affect the organization but, ethics in relation to the individual behavior of managers and employees (Anderson, 1988). If the concept of social responsibility and social accountability compared with the concepts of social commitment, we can better understand it. As shown in Fig Social Responsibility in Asia is the evolution of social participation (Rabinz, 1988).



**Figure 1**

Responsible for the social, moral and ethical issues related to organizational behavior and decision making, and today, issues are concerned such as protecting the environment, health and safety at work, local communities and consumers (Kostelo Branko et al., 2011) .

Health Administration implies to look beyond the short-term effectiveness of the organization; it points to the relatively enduring set of corporate features notes. That is healthy, sustainable environment only remains, but is long enough to adapt to their environment, their survival skills necessary to continue to develop and expand. Short-term safe operation of an organization, although it is effective or not effective on a certain day, but the ability to grow, survive and continually adapt to the environment it finds sufficient. Effective organization that is non-contiguous, to the certainty of not having health. In general, health, implicitly, the sum of the effective work implies, an organization that works to lower the cost or speed, is effective in the short term may hurt the morale of employee satisfaction. Like the classic, achieving efficiency through reducing costs and give employees the leisure leads job dissatisfaction (Fendorosky, 2002)

Following is the administration of health in an organization. Organization responsible for duties, emotional attachment to the organization and services of interest to clients.

According to adequate democratic management, selection and appointment of competent and committed

individuals, advocacy organization and proud to work by employees; Prevent embezzlement of funds and property; Efficient use of time to provide honest services and try to increase productivity; Having a positive incentive to serve effectively and constructively. There transparency and accountability in their staff by management (Amir Shahi, 2008),

Health Administration is a unique concept that allows us to have the big picture of health. In a healthy organization, engaged employees, loyal and profitable and they have high morale and performance. Healthy organization where people love coming to work and are proud to work in this location. The health of any organization in terms of physical, psychological, security, fixation, and meritocratic values of knowledge, skills and character development stakeholders and their ability to perform tasks assigned by their metasystem the effectiveness of the system behavior. Administrative health approach to the dynamics of the organization and its efforts to improve the benefits are considerable formal (Miles, 1969). The proposed plan to assess health departments and agencies noted that the organization was not always healthy. He monitors the health and survival of the organization to survive in its environment and adjust its & Upgrading and expanding its compatibility with the most points for the organization.

The concept of an organization can be all the unique features of the development are considered to be searched.

Such organizational behavior, occupational status, is crucial. Organizational climate in which it is common organizational health. Certain behavioral characteristics which reflect the features of normal vision. Goals are clear for the majority of the employees and all work is done for purposes.

Employees' sense of belonging to the organization and are interested to express their, views about the problem because of the actions of the optimism is; Moore Institute and resolve the issues that will be investigated. Staff are ready for constructive cooperation in order to achieve the objectives and efforts in this direction are,

each employee has an individual's ability to learn and develop talented and see; Organization and resolve the issues that are being examined, including human relations and personal needs are; Decisions based on factors such as the ability to increase the efficiency of agency, responsibility, information, workload, time and logical analysis is (Hiouse, 1998).

The theoretical background of the topic can be a conceptual model in Figure 2 presents the research hypotheses that are formed based on. The main hypothesis: CSR has a significant impact on the administration system of health promotion.

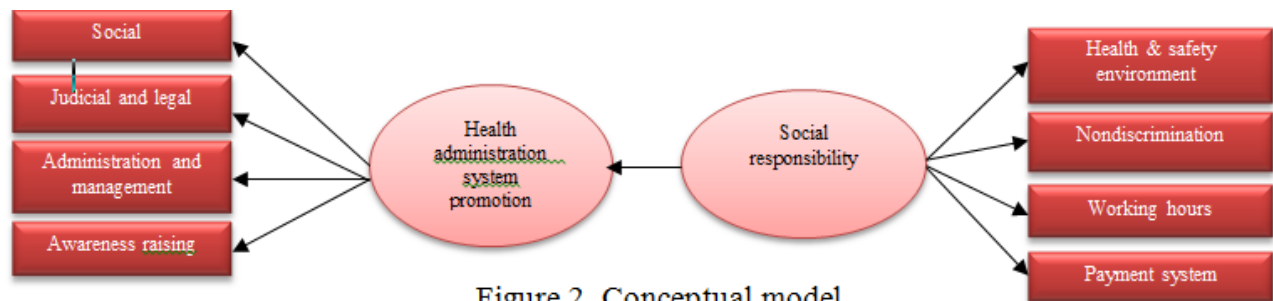


Figure 2 .Conceptual model

## MATERIALS AND METHODS

Given that, this study focuses on the development of applied knowledge in a particular field, it can be considered and applied research on how to obtain the data needed it can also be a descriptive study (non-test) was considered. The present study aims to investigate the relationship between variables based on the analyzing data; it can be a correlation method. To collect the necessary data from the questionnaire survey method is the most reliable tool is used. The questionnaire consisted of 36 questions, 18 questions for health management system and 18 questions for social responsibility is designed. Of the 86 questionnaires distributed, 70 questionnaires were collected. Since the Likert type questionnaire designed to and that kind of attitude is in fact the most appropriate method for calculating the reliability (stability), Cronbach's alpha coefficient. Cronbach's alpha coefficient was 0.89. Confirmatory

factor analysis was used to estimate the validity of the questionnaire & Construct validity was evaluated and the dimensions of social responsibility and health management system and measures the load factor that were more than 0.3, the factor loading are acceptable. All indicators have been used to test the hypotheses.

## RESULTS

The results of hypotheses testing are presented in Table 1.

Except for the information and awareness (sig = 0.052), according to the sig between social responsibility and health management system and its dimensions are smaller than 0.05, we can say that a significant relationship between these factors there. The relationship between variables, it is not clear which variable is bilateral and affects the other. If the relationship is specified, the regression analysis is used to summarize the results of the regression analysis are shown in the table below.

Table 1. Results of hypothesis testing

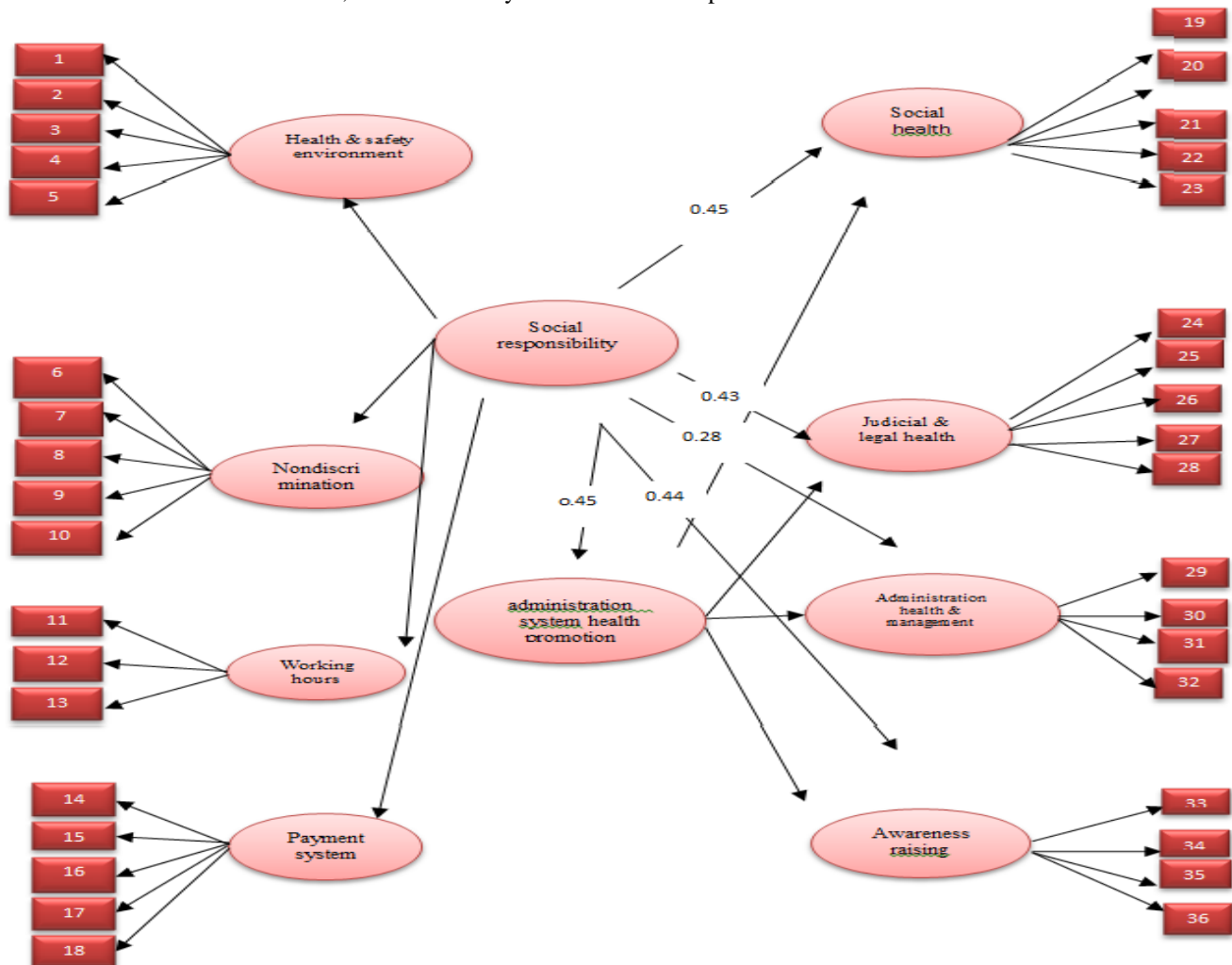
Hypotheses	Sig	Coefficient of determination	R	Std. Error of Estimate
CSR impact on the administration system of health promotion	0.01	0.220	0.469	1.09
CSR impact on community health promotion	0.000	0.338	0.581	1.07
CSR impact in improving health and legal justice	0.000	0.106	0.325	1.45
CSR impact on administration health promotion and management.	0.027	0.041	0.202	1.47
CSR impact in raising awareness and awareness.	0.052	0.130	0.360	1.57

**Table 2.** Summary of regression results

Social health	Sig	T	Beta	Standard error	B
Fixed value	0.000	3.0224	-----	0.461	<b>1.312</b>
Social responsibility	0.000	7.721	0.581	0.105	<b>0.814</b>
Judicial and legal health					
Fixed value	0.125	1.544	----	0.623	<b>0.961</b>
Social responsibility	0.000	3.716	0.325	0.142	<b>0.529</b>
Administration health & management	0.000	2.95	0.283	0.127	
Fixed value	0.000	4.192	-----	0.636	<b>2.667</b>
Social responsibility	0.000	2.232	0.202	0.145	<b>0.325</b>

To model is used a wide range of criteria and indicators that are able to measure the suitability of the fitted model. Unfortunately, none of them is superior in all respects to others. Because a certain fitness indices depending on sample size, estimation methods, the complexity of the model, the assumptions of normality or a combination of these conditions, acts differently. So

many different people to different standards depending on the model may be used to fit the model. Excluding non-smooth fit index (NNFI) values between zero and one are all indicators of the group and the amount is closer to a show model is a good fit (NNFI values can be greater than 1). In this model, the fitness value is 0.915 that shows an acceptable model.


**Figure 3.** The tested model of study

**Table 3.** Results of parameters of the model

<b>Goodness of Fit Statistics</b>
Degrees of Freedom = 19
Minimum Fit Function Chi-Square = 39.807 (P = 0.00347)
Root Mean Square Error of Approximation (RMSEA) = 0.0741
90 Percent Confidence Interval for RMSEA = (0.0507 ; 0.136)
P-Value for Test of Close Fit (RMSEA < 0.05) = 0.0477
Normed Fit Index (NFI) = 0.920
Non-Normed Fit Index (NNFI) = 0.915
Parsimony Normed Fit Index (PNFI) = 0.921
Comparative Fit Index (CFI) = 0.942
Incremental Fit Index (IFI) = 0.944
Relative Fit Index (RFI) = 0.905
Root Mean Square Residual (RMR) = 0.0958
Standardized RMR = 0.0615
Goodness of Fit Index (GFI) = 0.948
Adjusted Goodness of Fit Index (AGFI) = 0.856
Parsimony Goodness of Fit Index (PGFI) = 0.488

## DISCUSSION

The data analysis can conclude that all hypotheses were confirmed. With the exception of one of the assumptions that inform there is no significant relationship between the social responsibility and awareness. It seems information should be organized about the roles and responsibilities of institutions. The government can set the overall strategy and the necessary motivation to encourage organizations and institutions to promote their social responsibility and strategic systems. It should be necessary to balance the social responsibility with corporate culture, vision and strategy is aligned to the organization's long-term plans. Therefore performing the social responsibilities of organizations is not considered as an extra expenditure by managers and employees. The promotion of administrative health and decreasing of corruption can be guaranteed by increasing the morale responsibilities of organizations and stimulating employees' obligation and commitment to accomplish organizational goals. In addition, the government must force the managers to review their affairs, its activities and programs to eliminate extra administrative barriers wasting management and re-engineering processes to improve matters.

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