# Investigating the Relationship between Ethics Values and Organizational Commitment Among Telecommunication Managers in Isfahan Province, Iran

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*Abstract*— Moral behavior and ethics values are very crucial issues which in many researches are related to business ethics. The foundation of all values in an organization is ethics values. These values contribute to establish and protect standards which can influence directing individuals toward performing favorable actions for organization. Particularly, when these standards or organizational ethics values become wide spread among the organization members, the organization success will increase. The present paper attempts to investigate the relationship between ethics values in an organization and organizational commitment. The statistical population consisted of 40 samples of Isfahan Province telecommunication managers who were chosen by random method and were given organizational commitment and ethics values questionnaires. Data analysis was performed through SPSS software. In addition to applying descriptive statistical methods such as sorting data, based on frequency distribution, frequency percentile, drawing chart, statistical T-Methods, one-variable T were also used. The study findings revealed that there is a relationship between moral values in organization and different types of organizational commitment (Normative, Affective, and Continual). Further more, based on T-table there is no significant relationship between gender, age and academic degrees with moral values and organizational commitment at the level of $P<0.05$. According to the results observed on T-table, at the level of $P>0.05$, there is a significant and meaningful relationship between service years and moral values in organization.

*Keywords*— Ethics Values, Organizational Commitment and Telecommunication Managers

## I. INTRODUCTION

Our world is the world of organizations, and the one who revolve this system is the human being. It is he who activates organizations and blows soul in the organization mold; and makes it possible to realize purposes. Without human organization is meaning less entity and management is an ambiguous issue. Perhaps there is about that in that in the future, robots and machines will be replaced instead of humans in the organizations and human role will fade a way. However, it would never happen, it can be true that with automation and mechanization of and activities, the type of human activities in organizations will change and as Pitter Darker the famous scientist said work will be replaced by knowledge work, but of course, the determining role of human as an organizational authority will be established and continual as usual [1].

Ethics management talk sabots value recognition, identification and preferences for directing human behavior in an organization. Through creating an ethical management planning, organizations can manage ethics in working environment. Ethics planning's can help organizations to control and protect their ethics performance in chaotic condition.

The thought or idea of commitment is the main issue in management writings. This thought is one of the Islamic values which organizing is relied on it, and the staffs are evaluated based on commitment criterion. Most managers believe that commitment is totally necessary for organization effectiveness. Managers should protect and nurture their staff's commitment and bound [2].

Ethics has a close relationship with values and it is considered as a tool which shifts values to action. Ethics means following spiritual principles and values ruling a person or a group's behavior, based on what is right or wrong [1].

Ethics is consisted of concepts such as: trust, honesty, truthfulness, fulfill or keep one's promise toward others, equality and justice and citizenship virtues. Considering the meaning, ethics is distinguishing something right from something wrong, something good from something bad, and it is always discussed by philosophers who have talked about is as one the philosophy branches. As Haik points out ethics constructs or builds civilizations [1]. Most of the standards and moral rules in one culture are different from other culture at different times [3]. In other words, ethics relativism makes it possible to think a bout that something which is an acceptable and right action in one society or community, and it might be disrespectful and wrong in other cultures or

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societies. As a result, the ambiguity rate and sometimes conflicts in values increase.

Recently, general attitude of organizational commitment is considered as a crucial factor for comprehending, understanding and predicting organizational behavior and an appropriate predictor for a desire to stay at a job. Commitment and bound similar to sates faction are two styles of attitudes which are very close to each other and affect on crucial behaviors such as replacement and absence. In addition, commitment and bound can have positive and various consequences. The idea of commitment is the basic subject in management writings. This idea is one of the original values and organizing is relied on it and the staffs are evaluated based on commitment criterion. Most of the managers believe that this commitment has a total necessity for organization effectiveness. Moreover, various studies in different organization revealed that in order to be more efficient and have stronger desire to stay at their jobs, the staff should have job attachment and higher sense of commitment for doing their duties as well. This idea can cause a sense of responsibility, profound comprehension and understanding of their job and self-sacrifice.

The present study aims to investigate the relationship between ethics values in an organization and organizational commitment among the telecommunication managers in Isfahan Province in Iran.

## II.  RESEARCH LITERATURE

During the past few years, very crucial studies and researches have been performed to investigate organizational positive ethics value consequences in the country and abroad.

Deal and Candy [4] pointed out that values transferee a sense of identity to the organization members. Various researches have shown that there is a positive relationship between ethics values, organizational commitment, and ethical behavioral intentions.

Randal and Cote [5] suggested a model of job commitment in a study done among university staff, which designated multi-variable relationships among organizational commitment, job dominance, group link or connection in doing a job, job conflict and job ethics. One of the main results obtained revealed that there is a significant relationship between job ethics organizational commitment.

In a study done by Saks et al. [6], a relationship between job ethics, job attitudes and desire to leave the job among service organization staff was investigated. Findings indicated that a stronger belief toward job ethics has a direct relationship with job satisfaction and organizational commitment and it has an indirect relationship with low intention or desire to leave the job.

Black [7] found out that organizational commitment can predict individual job ethics and job ethics has a particular effect on affective commitment.

In another study performed by Dervish Yusuf [8] the relationship between job ethics organizational commitment was examined. The 474 samples of the staff and employees in

30 organizations in 5 districts in United Arab Emirates were used in this study. The obtained results indicated that there is a moderate relationship between job ethics and organization commitment. The analysis of the same results revealed that job ethics has direct and positive effect on organization commitment in different dimensions (normative, affective, continual).

Organization commitment three – dimensional model is expressed as the following:

1-Affective commitment: This part of organization commitment is recognized as a sense of belonging to an organization by accepting its values and also having a desire or tendency to work in that organization.

2- Normative or task – oriented commitment: task – oriented commitment is defined as a percept task or duty for supporting the organization and its activities. It expresses an obligation or a sense or owe to stay in that organization and have a responsibility to protect their organization.

3-Continual commitment: It is caused by understanding gone or lost expense increase in an organization. Gone or lost expenses are a project or an activity costs which are not retrievable. Therefore, if a person perceives the continual commitment will be sensitive toward increasing such expenses.

The model providers believe that it is better to consider normative, continual and affective commitment as constituents of commitment, rather than its specific types. If they are considered as specific type of commitment , an individual or a member feels no obligation or very little sense of duty to stay in that organization in oneself [9].

In another research done by Dervish Yusuf [10] job ethics, organization commitment and job, organization commitment and job satisfaction were investigated among 425 Muslim staffs in several organizations in United Arab Emirates offices. The obtained results revealed that there is a positive and significant relationship between job ethics and organization commitment. There is a significant relationship between job ethics with organization commitment dimensions and some of the job satisfaction dimensions.

Schwepker [11] in a study investigated the relationship between ethics atmosphere and job satisfaction, organization commitment and desire to leave the job among sales representatives. The obtained results indicated that creating an ethics atmosphere through rules and moral policies caused job satisfaction, more organization commitment and as a result caused the lower rate of job leave (14).

Pattijohn and Charles [12] in a research examined a positive relationship between seller's perception of job ethics and their employers of consumers' behavior and seller's job satisfaction.

In another study Okpara and Wynn [13] pointed out the effect of job ethics on job satisfaction and organization commitment in Nigeria. The results revealed a significant relationship between organizational job ethics, organization commitment and job satisfaction.

### III. METHODOLOGY

The statistical population in this study includes all Isfahan province telecommunication managers from which 40 samples were selected randomly in 2011-2011. A questionnaire was distributed among 40 managers in the present study through e-mail and by their colleagues or research connectors.

In order to do the present research descriptive-survey method was applied. Data analysis was performed by SPSS software version 14. The relationship between organization commitment and job ethics was measured. For collecting data, two types of questionnaires, namely, organization commitment and Job ethics questionnaire were used.

The organization commitment questionnaire: This tool determines how much an individual feels responsibility and sense of duty toward his organization. The mentioned questionnaire was edited by Porter and Engel and Perri, quoted by Pakari was reformed. Pakari's questionnaire has 13 items and based on Likert table mean for every question and questionnaire was measured. The present questionnaire consisted of two parts: the first section includes managers personal identifications (gender, age, academic degree, job background …), and second section consisted of 13 items. In order to measure questionnaire validity, content validity was applied. Organization commitment questionnaire was translated for the first time in Iran by Shokekon [2]. Its validity for continual, normative, affective and total organization commitment dimensions are: 0.79, 0.61, 0.77, 0.77 respectively. The results indicate an acceptable level of validity. Furthermore, its reliability was obtained by using Kronbach & for mentioned dimensions as: 0.76, 0.64, 0.76, 0.71, which revealed a high level of reliability for the questionnaire. The scoring method was based on a 5 degrees scale.

Job ethics questionnaire: In this study, in order to assess job ethics, a questionnaire designed by Brown was used. Question contained Likert 5 choices scope which defined job ethics.

### IV. FINDINGS

Explanation for the gender of the present study statistical population is illustrated in Table 1.

TABLE 1
MANAGER DISTRIBUTION BASED ON GENDER

| Gender | frequency | Percent |
|--------|-----------|---------|
| Male | 35 | 87.5% |
| Female | 5 | 12.5% |

Based on Table 1 men allocated the highest score for manage gender with 87.5% and the lowest number is allocated to women with 12.5%.

TABLE 2
MANAGER DISTRIBUTION BASED ON THE EMPLOYMENT OR SERVICE YEARS

| Years | frequency | Percent |
|-------|-----------|---------|
| 1-10 | 9 | 22.5% |
| 10-20 | 20 | 50% |
| 20-30 | 10 | 25% |
| 30-40 | 1 | 2.5 |
| Total | 40 | 100% |

Manager distribution based on the employment or service years is shown in Table 2. The Table findings indicated that the most employment tears are related to 10-20 years with 50% and the fewest years are 30-40 with 2.5%.

TABLE 3
MANAGER DISTRIBUTION BASED ON AGE

| Age | frequency | Percent |
|-----|-----------|---------|
| 25-35 | 6 | 15% |
| 35-45 | 25 | 62.5% |
| 45-55 | 9 | 22.5% |
| Total | 40 | 100% |

The findings revealed that the oldest people are between 35-45 with 62.5 and the youngest are related to 25-35 with 15.

TABLE 4
MANAGER DISTRIBUTION BASED ON ACADEMIC DEGREES

| Academic degree | Frequency | Percent |
|-----------------|-----------|---------|
| Ph.D. | 6 | 15% |
| M.S. | 6 | 15% |
| M.E. | 21 | 52.5% |
| Others Academic Degrees | 4 | 10% |
| Diploma | 3 | 7.5% |
| Others | 0 | 0 |
| Total | 40 | 100% |

Manager distribution is shown on Table 4 based on academic degrees. The findings revealed that the highest educational degree is related to underground ate (B.A) with 21 frequency and 7.5%.

TABLE 5
THE CORRELATION BETWEEN ORGANIZATION COMMITMENT AND ETHICAL VALUES

| Ethical values | | |
|-----|-----|-----|
| p | r | |
| 0.001 | 0.58 | Total organization commitment |
| 0.001 | 0.55 | Continual |
| 0.001 | 0.49 | Affective |
| 0.005 | 0.39 | Normative |

Calculating spearman correlation coefficient between ethical values and job commitment indicated a significant level of 0.01. Based on Table 5, there is a high and positive correlation between organization commitment and ethical values in the organization.

## V.  CONCLUSION

A plenty of manager and staff's decisions and behaviors in today's organization are influenced by their ethical values. While human force, whether as an individual or as a group and in interacting with others, is considered as the most crucial competitive advantageous factor, individual's judgments about the correctness and falsehood of affairs have an effect on their performance quality and quantity and following that, organization performance or function and as a result its success will be influenced. Due to this fact, considering ethical Principles for organization is an unavoidable necessary.

Job ethics can have some impacts on performance by arranging and setting up better relationships, reducing conflicts and disagreements, increasing collaboration and cooperation atmosphere and also decreasing control-resulted costs. Furthermore, ethical intelligence can increase the staff commitment and more and more taking responsibility and can lead to individual and group effectiveness improvement.

Based on Islamic ideology theory, job ethics and moral or ethical principles can be reinforced in an organization. If these principles are realized, on the one hand, discrimination, injustice, dissatisfaction would decrease, organizational spirit and commitment and satisfaction in the staff, and employees would increase, and on the other hand, human growth elevation, organization maturation and community development can be realized [14].

The present study attempts to investigate the relationships between job ethics and organization commitment. The results indicate that there is a high correlation and significant relationships between job ethics and organization commitment. The following suggestions can be helpful for organization managers and can pave the way for further studies:

Authors should consider the following points:

1) Review the values that required to be harmonized with laws and regulation. This makes you sure that your organization violates the lows.

2) In every background, consider which values cause favorable moral behavior for that situation. For example, due to accountant, it should be examined that which values can cause them to follow impartiality, truthfulness and help them to keep their organization secrets.

3) Identify values required for solving problems and removing deficiencies currently exist in the organization.

4) Based on strategic planning process findings. Identify required values.

5) Collets 5 to 10 ethical values having the highest priority in the organization from five previous stages.

6) Establish ethics code. Illustrate two behavioral types for every value reflecting that value. The context of that ethics code should indicate this point that it is expectable for all employees to follow that code.

7) Ask the key individuals in the organization to review and examine the code. Get help from more individuals as it is possible.

8) Announce the ethics code and distribute it among employees.

9) At least every year up-date the codes.

## ACKNOWLEDGMENT

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