



Investigating the effect of social responsibility on the organizational creativity of the employees of the General Department of Education of Bushehr province

Sakineh Etemadi¹, Mohammad Behrozi*²

Type of article: Research

Date Received: 2022-10-1

Date Accepted: 2022-12-08

Abstract

The present study was conducted with the aim of investigating the effect of social responsibility on the organizational creativity of the employees of the General Department of Education of Bushehr province. The method of this research was a descriptive survey. The statistical population of the present study included 250 employees of the General Directorate of Education of Bushehr province, who were selected through simple random sampling and according to Cochran's sample size formula, 152 people were selected. The data collection tool in this research was accountability questionnaires based on Carroll's model (1991) and Randsip's (1979) organizational creativity. The obtained data were analyzed using regression analysis. The findings showed that social responsibility has an effect on the organizational creativity of the employees of the General Department of Education and Culture of Bushehr province. The general conclusion of the research showed that by strengthening social responsibility among the employees of the General Department of Education of Bushehr province, it is possible to greatly help to improve their organizational creativity in the organization.

Keywords: social responsibility, organizational creativity, general education department of Bushehr province.

1. MA of Educational Management, Bushehr Branch, Islamic Azad University, Bushehr, Iran

2. Assistant Professor, Department of Management, Boushehr Branch, Islamic Azad University, Boushehr, Iran
dr_m_behroozi@yahoo.com

References

- Aghilinia, Hossein., Habibi, Navid., (2014), the role of social responsibility on organizational commitment, the third national conference on accounting, financial management and investment.
- Bagherzadeh Houshmandi, Kamal, Qadri, Halima., (2017), Investigating the impact of employees' social responsibility on organizational commitment, the 4th International Symposium on Management Sciences.[in persian].
- Bahrani, Abdul Bast., Selajgeh, Sanjar., (2017), investigation of the relationship between social responsibility and organizational growth in Sepeh Bank branches in the city of Kerman, National Conference on Management and Electronic Business with the Approach of Resistance Economy.[in persian].
- Bozorgzadeh, Alireza, Mirzaei, Mohammad., (2017), Investigating the impact of social responsibility on satisfaction and organizational commitment in higher education, the first international conference on management models in the era of progress.[in persian].
- Bogan, E., & Dedeoğlu, B. B. (2019). The influence of corporate social responsibility in hospitality establishments on students' level of commitment and intention to recommend. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 25, 100205.
- Chaudhary, R., & Akhouri, A. (2018). Linking corporate social responsibility attributions and creativity: Modeling work engagement as a mediator. *Journal of cleaner production*, 190, 809-821.
- Carroll, A. B. (1991). The pyramid of corporate social responsibility: Toward the moral management of organizational stakeholders. *Business horizons*, 34(4), 39-48.
- DeVasconcellos, S. L., Garrido, I. L., & Parente, R. C. (2019). Organizational creativity as a crucial resource for building international business competence. *International Business Review*, 28(3), 438-449.
- Ferrell, O. C., Harrison, D. E., Ferrell, L., & Hair, J. F. (2019). Business ethics, corporate social responsibility, and brand attitudes: An exploratory study. *Journal of Business Research*, 95, 491-501.



- Ganjei, Siamak., Hazrati, Morteza., (2016), explaining the relationship between perceived social responsibility and employees' creativity according to the mediating role of compassion mechanisms and employees' internal motivations (case study: academic jihad of Gilan province) , the third international conference on management, accounting and knowledge-based economy with an emphasis on resistance economy.[in persian].
- Hadavand, Saeed., Kazemi, Nasser., Sajjadi, Afroz., (2016), Investigating the impact of emotional intelligence and organizational intelligence on organizational agility, Iran Rubber Industry Journal, No. 80.[in persian].
- Hassanzadeh, Majid., (2016), Investigating the impact of organizational social responsibility on employee behavior with the mediating role of organizational commitment (Case study: Employees of National Bank branches in Babol city), Master's thesis of Rah Danesh Higher Education.
- Halkos, G., & Skouloudis, A. (2018). Corporate social responsibility and innovative capacity: Intersection in a macro-level perspective. *Journal of cleaner production*, 182, 291-300.
- Kim, J. S., Song, H. J., & Lee, C. K. (2016). Effects of corporate social responsibility and internal marketing on organizational commitment and turnover intentions. *International Journal of Hospitality Management*, 55, 25-32.
- Olszak, C. M., Bartuś, T., & Lorek, P. (2018). A comprehensive framework of information system design to provide organizational creativity support. *Information & Management*, 55(1), 94-108.
- Rahimi, Mina., (2014), Investigating growth and organizational learning in service organizations, the first national conference on strategic service management.[in persian].
- Sydi, Hassan., Nakoi Moghadam, Mahmoud., Beheshti Far, Malike., (2014), investigating the relationship between social responsibility and organizational growth in branches of national and national banks in Kerman, the second international conference on management challenges and solutions.[in persian].
- Vercic, A. T., & Coric, D. S. (2018). The relationship between reputation, employer branding and corporate social responsibility. *Public Relations Review*.