



**CHECKING EFFECT OF MORAL INTELLIGENCE ON SOCIAL CAPITAL  
(CASE STUDY: CENTER OF ECONOMY AND PROPERTY ADMINISTRATION'S  
COMMON RELATIONS AND INFORMING)**

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*Abstract*

*The aim of this research is checking moral intelligence on social capital (case study: center of economy and property administration's common relations and informing). The way of this research is survey from function and description aspect. Research staffs' statistical society is economy and property administration's common relations. Due to this fact that number (sample volume) is 65, number of sample according to Kerjesi and Morgan table is 65 and is distributed randomly. The tool of collecting information is questionnaire. Two standard questionnaires of moral intelligence and social capital are used whose reliability and credibility are confirmed. To analyze information, Kolmogorov-Smirnov test and regression test were used and results showed that all moral intelligence components effect on social capital, and finally, user recommendations are offered.*

*Keywords: moral intelligence, social capital, economy and property administration*

**I. INTRODUCTION**

Today, in competitive world, issue of developing organizations is very important. One of the main indexes of development and upgrading symbols is observing moral principles. Most of organizations follow correctness as their base. Individuals' judgment about being moral or not in management can make major problems in the organizations. Moral intelligence. Ability of differentiate correct from incorrect and is moral powerful believes and applying them and managers and staffs which have moral intelligence (link works with moral principles) (Abtahi, 2007).

Moral intelligence is one that organizes constant and static rules and identifies person's activity in the environment. Moral intelligence implies human mind capacity to determine how to connect human world view principles to own values, goals and measures. Thus, managers must attend to the highest moral standards in their organizations. Also, this kind of intelligence suggests one's interest and ability to upgrade prominent measures from own interests and even



some topics such as effectiveness in individual' reactions axis. Moral intelligence not only provides humans activities with powerful and defendable framework, but has many usages in the real world. In fact, this intelligence guides all other kinds of human intelligence to do valuable works. According to researches, moral intelligence can effect on above cases on organizations' performance and successfulness: forms powerful team works and increasing efficiency, avoid doing criminal works. Enter moral inscriptions into decisions, edits programs to evaluating moral requests, creates positive picture of organization in people mind. The organization keep its moral operation during crisis, attending moral intelligence issues in the organizations improves conditions basically, helps to create happy environment in the organization, and makes business satisfaction. Authors mentioned some components for moral intelligence, but dividing these two cases is comprehensive more than all, thus, in this research, their principles have been used (Abdollahzadeh, 2009).

This is researchers that can differentiate correct from false that fit with universal principles. For them, ten moral principles are necessary for organization constant and personal successfulness:

1. Doing according to principles, values and believes: this is, making coordination between what people believe and what they do. What they do is correct and doing this during all times.
2. Truth: what person do is correct and telling right thing during all times.
3. Resistance and to right (resist to truth): according to its believes and values due to truth on things
4. Loyalty: having complete trustworthy means what people cannot do, don't promise and loyalty in all times
5. Responsibility for personal decisions: and its consequences if it be agreed.
6. Confess to mistakes and fails: agree with own its mistakes and fails.
7. Agree with responsibility: agree with responsibility and attend to others due to believe and values in all times.
8. Interesting to others actively (emphasize others spontaneously): what they do not according to order or receiving reward.
9. Ability to forgive own mistakes: knowing own incompleteness and ability to forgive oneself for mistakes.
10. Ability to forgive others' mistakes: agree with same people and bear their mistakes and forgive it (Abtahi, 2007).

In another hand, by developing globalization, matter of value or capitals which organizations have economically has been emphasized. Authority introduces twenty and one century as science economy century. In this economy, though properties, especially human properties are some parts of organization properties and success of organizations stem from their thought. Human capital is considered as a valuable property which can influence on their successfulness. Today, organizations that have higher human capital capacities, can provided by communication interests in social network or social capital.



In definition of social capital, one authority says: social capital is set of present norms in social systems that upgrades its members' cooperation level and mutual norms and trust can be risen from it. Social capital can be considered as common good which cannot be transacted easily. Personal property is not someone can profit it. It is second result of other activities and usually a special person cannot create it. Social capital not only consumed, but increases. Social capital is mixture of insensible resources and social connects which only can be accessed by through communication and receiving skill and social guidance. In other words, concept of social capital means connects and good relations between organization members as valuable resource which realize goals by creating mutual norms and trust (Alaghehband, 2010).

In various texts, some kinds of social capital effectiveness of social capital in personal, social and organizational life have been referred, some of them are: social capital decreases cooperation costs. Social capital level showed that social capital has negative correlation with violent criminals. Social capital can help business success. Social capital empowers group members. Social capital helps governmental and administrative efficiency. Presence of social capital makes that government men and politicians cooperate each other better. Authors believe that there is a clear and positive correlation between healthy variables and social capital, and also powerful and negative relation between social capital index and mortality rate.

Because of various approaches of social capital and also multi-dimensions nature of this concept, there are many models of social capital. In this research, above dimensions are used to check social capital:

1. Life value: same our goal of life in this world (Alaghehband, 2010).
2. Hyper-activity: citizens' activity and interest in society activities (this is, before one ask them to attend in activities, they do things interestingly).
3. Attending in local society: attending in local meetings and institutes in which one lives.
4. Trust and security feeling: is a social capital indexes, if it exists, there are many people and societies, relations between family members, friends, neighbors, - colleagues and in general, effective society members.
5. Neighborhood networks: is a social structure formed by neighbors group which have mutual interactions significantly.
6. Family relations and friends: are called as set of interactions with people with family members and friends.
7. Bearing difference/variety: agree with people related to apparent and hidden differences.
8. Work networks: are some social structure formed by colleagues and connected through one or several connections.

Organizations investments in developing social capital, through effective communication education, improving communication and interaction process among staffs and managers in and out of organization, making culture and atmosphere full of cooperation, mutual trust and team and group work, together develop organization social capital and speed up organization movement toward observing moral intelligence principles (Alison, 2007).



Moral principles are defined as system of rules which according to it, good thing is differentiated from bad one. Presence of social capital in the organization and effective interactions among organization people facilitate encounter of most verdicts and observing moral intelligence principles in the organization. In fact, attending to morality empower team work mood and help to avoid from criminal things (bribery, steal and...) in the organization. Moral intelligence in the organizations, influences on organization culture and staffs commitment toward the organization. Attending to all people and groups with organizations' gain increases in long time, because invokes human force, increases social affairs, people trust and decreases penalties. Now, if organizations as social units can make social capital, can do more activities.

Organizations must improve social capital and mutual trust among their own staffs. Organizations' investments in developing social capital, through effective communication education, improving communication process and transactions among staffs and managers, together, in and out of organization, creating culture and environment full of cooperation, mutual trust and team and group work develop organization social capital and speed up organization movement toward observing moral intelligence principles. Yet, in development and management of organizational moral intelligence, factors and morality are very important. So, if organizations want to develop moral intelligence in their organization and use it, must not only improve effective communications and transactions among organization and networks members and organizational groups, but provide necessary infrastructures include necessary processes, systems and technologies to achieve, keep and use moral intelligence.

Due to this fact that social capital depend on relations between people and undeniable effect on moral intelligence on way of forming relations between people in this research, one try to show how moral intelligence effects on organization and identify effective factors on social capital in the organization.

## II. CONCEPTUAL MODEL OF RESEARCH

Conceptual model of this research is shown in the figure 1:

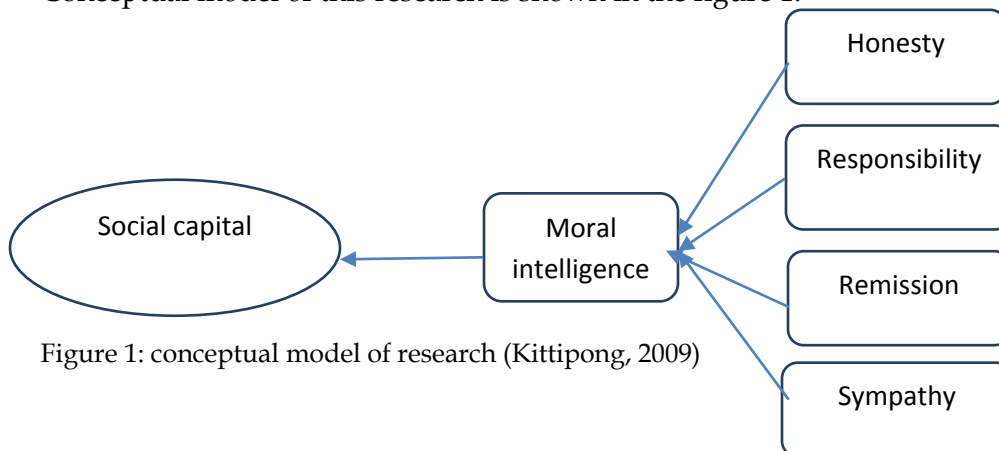


Figure 1: conceptual model of research (Kittipong, 2009)



### **III. RESEARCH HYPOTHESES**

#### **Main hypotheses**

- Moral intelligence effects on social capital

#### **Secondary hypotheses**

- Honesty effects on social capital
- Responsibility effects on social capital
- Charity effects on social capital
- Sympathy effects on social capital

### **IV. RESEARCH METHOD**

Since the aim of this research, is checking relation between moral intelligence with social capital, purposely, research is functional and correlative survey for description.

### **V. RESEARCH VARIABLES**

In this research, to answer research questions or hypotheses test, recognizing variables is necessary. Independent variable: is a feature which is manipulated after being selected by researcher and accepts some amounts to effect on another variable (dependent variable).

Dependent variable: is one which researcher want to describe or predict its changeability. In other words, the main variable which is checked in the form of an issue that is checked in the research (Khaki, 2000).

Thus, due to definitions, moral intelligence variable and social capital are considered as independent variable and as dependent one respectively.

Statistic population, sampling method and sample volume:

Statistic population is whole people, members, objects or phenomena which research want to study them and generate research findings (Mehdzadeh Ashrafi and Hoseini, 2006). Statistic population is set of people, objects and so on that at least have a common feature. In another definition, statistic population is set of possible sizes or recorded information from a quantitative adjective about collecting units completely that we want to deduct them, and the aim of collecting data is deriving results about population. In simple words, in each statistic checking, set of intended elements called as society. This is, society is set of all possible observations which can be achieved by repeating an experiment.

In general, sample or sample group includes some members of statistic population. Exactly, sample is some part of society that implies it. Sampling is selecting some people, things or phenomena of a society as representative of that (ibid).

Due to this definition, statistical population of this research is administration economy and property general relations staffs. Due to this fact that number (sample volume) is 65, according



to Cergesi and Morgan table, number of sample is 56, and randomly which is best kind of sampling through which, any person in intended society have same chance to be selected in the sample, is distributed among administration economy and property general relations staffs.

## VI. FINDINGS

Analysis of data method and hypothesis test is in a way that preliminary data are collected by means of questionnaire and research variables are computed. In this research, according to above hypotheses which check relation among variables, Pierson correlation test has been used which is parametrical method, and one can use it if variables have normal distribution. Furthermore, before using this test, one must test normality of variables distributions by Kolmogorov-Smirnov test.

### Kolmogorov-Smirnov test (KS)

Kolmogorov-Smirnov test has been used to check above claims about distributing data of a quantitative variable.

Statistic hypothesis is stated correspond to this test.

Variable has normal distribution:  $H_0$

Variable has no normal distribution:  $H_1$

Table 2. Kolmogorov-Smirnov test related to research variables

One-Sample Kolmogorov-Smirnov Test						
		dorostkary	masooliat	Bakhshesh	delsoozy	sarmayeEjtemaee
N		56	56	56	56	56
Normal Parameters <sup>a</sup>	Mean	3.3929	3.5357	3.3929	3.3571	3.625
	Std. Deviation	0.96632	0.97168	0.96632	0.9031	0.82158
Most Extreme Differences	Absolute	0.247	0.201	0.247	0.261	0.23
	Positive	0.247	0.191	0.247	0.261	0.223
	Negative	-0.164	-0.201	-0.164	-0.186	-0.23
	Kolmogorov-Smirnov Z	1.849	1.508	1.849	1.952	1.718
	Asymp. Sig. (2-tailed)	0.012	0.021	0.052	0.063	0.015

According to above table, meaningful level is more that error level (0.05). so, one can say that data distribution data is normal, so regression test has been used.



**Test for main hypothesis**

Zero hypothesis ( $H_0$ ): moral intelligence doesn't effect on social capital.

Substitution hypothesis ( $H_1$ ): moral intelligence effects on social capital.

Table 2 summary of model

Error standard from assessment	Adjusted correlation coefficient	Correlation coefficient square	Correlation coefficient	Model
0.44327	0.818	0.919	0.953a	1

Table 3. Analysis of variance

Meaningfulness level	Fisher amount	Average square	Freedom degree	Squares sum	Model
0.07a	9.962	1.957	4	11.744	Regression 1
		0.196	55	1.179	Remainder
			56	12.923	Sum

Table 4 Coefficient table

Meaningfulness level	T amount	Standard meaningfulness coefficient	Non-standard meaningfulness coefficients		model
		Beta	Stand ard error	B	
0.009	3.766		0.492	1.853	Constant amount 1
0.002	5.813	4.843	0.608	3.532	Honesty
0.001	5.982	5.417	0.605	3.621	Responsibility
0.008	3.948	3.047	0.515	2.032	Charity
0.003	4.786	4.629	0.627	3.000	Sympathy

R (regression) implies that there is some powerful correlation among four secondary variables and social capital ( $R=0.953a$ )



$R_2$  is 0.807 that implies that 90.9% of all changes of social capital depend on four moral intelligence secondary variables. To check meaningfulness, we look to last column (meaningfulness level). This column shows regression model. Due to this fact that achieved amount is less than 0.05, we conclude that used model predict depended variable.

To determine this fact that so far variables can predict value, we use beta coefficient whose result is in the table. They predict manipulation, responsibility, charity and sympathy components, because meaningfulness level is less than 0.02. in other words, according to table and meaningfulness level, one can conclude that there is a meaningful and positive relation between these components and social capital, so one can write regression equation according to constant amount of beta.

Social capital = sympathy  $a_4$  + charity  $a_3$  + responsibility  $a_2$  + honesty  $a_1$  + constant

Social capital = 3.000 $a_4$  + 2.032  $a_5$  + 3.621  $a_3$  + 3.532  $a_2$  + 1.853

## VII. CONCLUSION

Regression coefficient shows that there is a powerful correlation between four secondary variables and social capital. Determination coefficient is 0.807 which shows that 90.9% of all changes of social capital depend on four moral intelligence secondary variables. The next table is analysis of variance. This table shows if regression can determines changes of dependent variable meaningfully. To check meaningfulness, we look at last column (meaningfulness level). This column of meaningfulness shows regression model. According to this fact that achieved amount is less than 0.05, we conclude that used model predicts dependent variable well.

## VIII. RESEARCH RECOMMENDATIONS

According to this fact that research results shows that manages moral intelligence and its dimensions effect on social capital, and since more managers improve their moral intelligence, more their social capital increases. Thus, it is better to upgrade their moral intelligence to increase organization's social capital. In this line, to improve and upgrade moral intelligence, there are some approaches:

### Improving honesty:

To increase effectiveness of honesty aspect in organization manager communication skills, there are some approaches:

Upholding educational classes and inviting management masters and psychologist and giving more information and descriptions about managers' moral intelligence effect on their communicative skills.

Educating the most important moral and social treatments among managers which society recognizes as norm.

Publish and distribution of magazines related to honest people among managers.

Adjusting manager acts with his speech

Upgrading managers' responsibility

To increase effectiveness of responsibility aspect in organization manager communication skills, there are some approaches:





Educating managers about accepting consequences of a wrong decision.

Creating realistic view to failure and mistakes.

Making team work feeling and solving problems among staffs.

Upgrading managers' sympathy:

To increase effectiveness of sympathy aspect in organization managers' communication skills, there are some approaches:

Promoting culture of supporting staffs to realize organization goals.

Promoting culture of supporting human values in the organization.

Upgrading culture of supporting managers from experiencing in all levels.

Upgrading managers' charity:

To increase effectiveness of charity aspect in the organization managers' communication skills, there are some approaches:

Upgrading culture of staffs' charity who commit mistakes.

Publish and distribution of internal newspapers related to successful people experiences in charity.

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