



Study of the Relationship between social responsibility and development of information technology in the Agricultural Bank of Sistan

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ABSTRACT

One of the most important issues that has recently been considered by researchers, is the concept of social responsibility. Social responsibility leads to a way of benefits for community. The aim of this study was to determine the relationship between social responsibility and development of information technology in the Agricultural Bank of Sistan. This study is a descriptive survey study, and applied in terms of purpose. In addition to the survey and descriptive research, correlation method will be used. The study population included all employees of the Agricultural Bank of Sistan to which were 88 persons. To determine the sample size, 88 patients were selected using census method. Also, distribution method questionnaires are Census because access is possible to all people. For data collection, the questionnaires were distributed among staff of the Agricultural Bank of Sistan after the validity and reliability was confirmed. Therefore, field method was used for data collection. In this study, to collect data, the field and library study will be used. In order to test hypotheses, correlation method is used. According to the hypothesis of the research, analytical Kolmogorov-Smirnov test, correlation and linear regression were used. The results showed that there is a significant relationship between social responsibility and its four components with Information Technology in Agricultural Bank of Sistan.

Key words: social responsibility, information technology, Agricultural Bank of Sistan

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INTRODUCTION

One of the most important issues that has recently been considered by researchers, is the concept of social responsibility (Marshadi and Shiri, 2010). Social responsibility leads to a way of benefits for community. Attempts have been made so the profit and loss of organizations are in a way that people will not incur additional costs. The social responsibility means organizations have a significant impact on the social system and their activities should be in a way to never cause losses to society, and if they cause loss, the agencies are required to make up for it. In other words, organizations should not be independent of the external environment and consider themselves as "only pebble on the beach", but they should know themselves as a part of the external environment and society and have their objectives and activities in line with social aspirations and welfare of the community. Today, all managers must engage in work that is accepted by society and is consistent with its values. Organizations that cannot adapt to this matter, will not succeed (Moshabaki and Khalili Shojae, 2010).

Corporate Social Responsibility provides methods according to which organizations act in areas of their business and meet the

expectations of society, and their business, legal, ethical and social expectations. Because organizations have great responsibilities in the field of social, economic and environmental have towards employees, shareholders, customers, governments, suppliers and all its stakeholders. No doubt, if individuals, groups, organizations and institutions of society, know themselves responsible over the events, happenings and various crises, and each try in the scope of their work and responsibility to solve the crisis, many of the problems will be eased and healthy and peaceful society will come into being. In other words, organizations that act in any way, its performance will affect society. Therefore, companies need to carry out work that is accepted by society and consistent with its values. Organizations that fail to adapt to these important, will not be successful in practice. Therefore, corporate social responsibility is a key factor in the survival of any organization and with lack of attention to it the survival of the organization will be at risk. (Hall et al., 2011)

It seems that one of the factors affecting corporate social responsibility, is the use of information technology. Nowadays, with the development of information technology in all aspects of personal, social and institutional life, information technology applications could be one of the factors that increase the efficiency and effectiveness of the organization. Some researchers focused on information technology in organizations and point out that in challenging, high-pressure, competitive environments that require analysis and a focus of staff,

information technology and various aspects of the emergence, development, application and applying it, is one of the most important needs and requirements of the employees, especially managers. Some researchers, including Hansen (2011), defined labor and technology as the heart rate of business and human resource. Human resource management is undoubtedly the most important of any organization and no doubt also IT enables human resource management in achieving such goals (Hansen 2011). The main topic of Human Resource Management and IT is their non-alignment and convergence. This inconsistency is due to the fear about the impact of information technology on human resources management function. Many researchers and experts agree about the impact of information technology on human resources management but they admit that the effect is not unlimited and is mostly used instead of total replacement as a specialist or expert system. The researchers believe that information technology is only a tool to support the objectives of the organization's human resource management and should not be considered as a complete functional tool and it only makes human resource management easier, more efficient and effective (Lee, 2013).

The growth of the human resources and increased workload in educational institutions, led many of these organizations to apply information technology as a effective solution. Educational organizations have moved in this direction to expand the scope of knowledge. Therefore, the organizations used IT in various fields, especially in the field of human resources (Davoudi, 2014). By reviewing the journals and texts that have been published inside or outside of the country, we arrive to the conclusion that IT and its relationship to social responsibility component has been studied less and even if it has been studied, information technology was not in the spotlight and little attention has been attracted to it. Of course, this is not fair to say that there is no research about the relationship between information technology and social responsibility but reviewing their study shows that most of the studies are on the effect of information technology on improving performance on tasks (Lawler, 2013) or how to use IT and usefulness of IT in carrying out the duties of human resources and sometimes also to the development of information technology in organizations. Thus, in this study we sought to answer this question, is there a relationship between the use of information technology and social responsibility in the Agricultural Bank of Sistan?

CONCEPTUAL MODEL OF THE STUDY

This research has two variables, for the independent variable (social responsibility) model of Carol (2000), is used which has four dimensions.

Aspect of improving the business environment: Since the primary responsibility of each firm is achieving profit, in the economic aspect which is the most important aspect in social responsibility, the primary goals of the organization, activities and economic measures such as improving the business environment are considered.

Legal aspect: by determining a set of rules and regulations by regulatory authorities and obligation of organization and citizens to comply them and move within the framework of the laws and regulations, is the second aspect of social responsibility This aspect is aslo called "social commitment".

Ethical aspect: the organizations are expected to respect the values, norms and beliefs of others like other members of society, and consider ethical criteria their activities. This aspect is also called "social responsibility".

Voluntarily aspect: includes the expectations, demands and policies of top managers at the macro level. It is expected that administrators and managers of organizations in addition to having a comprehensive view, have general interest at the top of their decisions (Moshabaki et al., 2010).

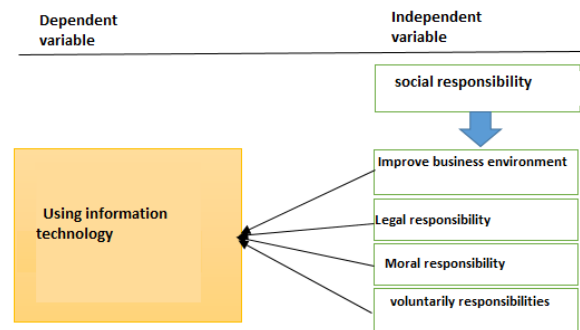


Figure 1. Conceptual model (Carroll, 2000)

RESEARCH HYPOTHESIS

The main hypothesis:

There is a significant relationship between social responsibility and development of information technology in the Agricultural Bank of Sistan.

Sub- hypothesis:

- There is a significant relationship between legal responsibility and development of information technology in the Agricultural Bank of Sistan.
- There is a significant relationship between improve business environment and development of information technology in the Agricultural Bank of Sistan.
- There is a significant relationship between moral responsibility and development of information technology in the Agricultural Bank of Sistan.
- There is a significant relationship between voluntarily responsibility and development of information technology in the Agricultural Bank of Sistan.

RESEARCH METHODOLOGY

The aim of this study was to determine the relationship between social responsibility and development of information

technology in the Agricultural Bank of Sistan. This study is a descriptive survey study, and applied in terms of purpose. In addition to the survey and descriptive research, correlation method will be used. The study population included all employees of the Agricultural Bank of Sistan to which were 88 persons. To determine the sample size, 88 patients were selected using census method. Also, distribution method questionnaires are Census because access is possible to all people. For data collection, the questionnaires were distributed among staff of the Agricultural Bank of Sistan after the validity and reliability was confirmed. Therefore, field method was used for data collection. In this study, to collect data, the field and library study will be used. In order to test hypotheses,

correlation method is used. According to the hypothesis of the research, analytical Kolmogorov-Smirnov test, correlation and linear regression were used.

FINDINGS OF STUDY

The main hypothesis: There is a significant relationship between social responsibility and development of information technology in the Agricultural Bank of Sistan.

Table (1): Pearson and Spearman correlation test statistics relating to the relationship between social responsibility and use of IT

Variable	use of IT								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
social responsibility	0/740	0.000	86	0/753	0.000	86	has	direct	0/54

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of social responsibility and development of information technology is 0/740 and 0/753. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 54/0 ($R^2 = 54/0$) or in other words 54% of the changes are common between the two variables (54% of IT application changes are justified by social responsibility).

Therefore, at this level, H_0 assuming that no relationship is rejected. And thus there is a significant relationship between social responsibility and development of information technology in the Agricultural Bank of Sistan.

Sub-hypothesis1 there is a significant relationship between legal responsibility and development of information technology in the Agricultural Bank of Sistan.

Table (2): Pearson and Spearman correlation test statistics relating to the relationship between legal responsibility and use of IT

Variable	use of IT								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
legal responsibility	0/656	0.000	86	0/593	0.000	86	has	direct	0/340

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of legal responsibility and development of information technology is

0/656 and 0/593. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H_0 assuming that no relationship is rejected. And thus there is a significant relationship between legal responsibility and development of information technology in the Agricultural Bank of Sistan.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to $34/0$ ($R^2 = 340/0$) or in other words 34% of the changes are common

between the two variables (34% of IT application changes are justified by legal responsibility).

Sub-hypothesis2: there is a significant relationship between improve business environment and development of information technology in the Agricultural Bank of Sistan.

Table (3): Pearson and Spearman correlation test statistics relating to the relationship between improve business environment and use of IT

Variable	use of IT								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
improve business environment	0/675	0.000	86	0/634	0.000	86	has	direct	0/455

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of improve business environment and development of information technology is 0/675 and 0/634. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H_0 assuming that no relationship is rejected. And thus there is a significant relationship between improve business environment and development of information technology in the Agricultural Bank of Sistan.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to $455/0$ ($R^2 = 455/0$) or in other words 45% of the changes are common between the two variables (45% of IT application changes are justified by improve business environment).

Sub-hypothesis3: There is a significant relationship between moral responsibility and development of information technology in the Agricultural Bank of Sistan.

Table (4): Pearson and Spearman correlation test statistics relating to the relationship between moral responsibility and use of IT

Variable	use of IT								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
moral responsibility	0/737	0.000	86	0/723	0.000	86	has	direct	0/543

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of moral responsibility and development of information technology is 0/737 and 0/723. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H_0 assuming that no relationship is rejected. And thus there is a significant relationship between moral responsibility and development of information technology in the Agricultural Bank of Sistan.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 54/0 ($R^2 = 54/0$) or in other words 54% of the changes are common between the two variables (54% of IT application changes are justified by moral responsibility).

Sub-hypothesis4: There is a significant relationship between voluntarily responsibility and development of information technology in the Agricultural Bank of Sistan.

Table (5): Pearson and Spearman correlation test statistics relating to the relationship between voluntarily responsibility and use of IT

Variable	use of IT								
Test	Pearson			Spearman			Significance relationship	Type of relation	R ²
	The correlation coefficient	Significance	Number	The correlation coefficient	Significance	Number			
voluntarily responsibility	0/456	0.000	86	0/531	0.000	86	has	direct	0/207

Analysis of the data shows that the coefficients of Pearson and Spearman correlation between the two variables of voluntarily responsibility and development of information technology is 0/456 and 0/531. And with -P significant amount is equal to 0.000 and they are smaller than the significance level $\alpha = 0/05$.

Therefore, at this level, H₀ assuming that no relationship is rejected. And thus there is a significant relationship between voluntarily responsibility and development of information technology in the Agricultural Bank of Sistan.

In addition, a positive correlation coefficient indicates a direct relationship between these two variables. The coefficient of determination between the two variables is equal to 207/0 ($R^2 = 207/0$) or in other words 20.7% of the changes are common between the two variables (20.7% of IT application changes are justified by voluntarily responsibility).

will not be successful in practice. Therefore, corporate social responsibility is a key factor in the survival of any organization and with lack of attention to it the survival of the organization will be at risk. This inconsistency is due to the fear about the impact of information technology on human resources management function. Many researchers and experts agree about the impact of information technology on human resources management but they admit that the effect is not unlimited and is mostly used instead of total replacement as a specialist or expert system. The researchers believe that information technology is only a tool to support the objectives of the organization's human resource management and should not be considered as a complete functional tool and it only makes human resource management easier, more efficient and effective. In this regard the lack of objective, lack of attention to non-verbal behavior, low self-disclosure and inaccurate and ineffective listening to the words of others will reduce the quality of communication between people, and the poor quality of communication in turn can cause interpersonal conflicts, reduce job satisfaction and drop employee performance.

CONCLUSION

Corporate Social Responsibility provides methods according to which organizations act in areas of their business and meet the expectations of society, and their business, legal, ethical and social expectations. Because organizations have great responsibilities in the field of social, economic and environmental have towards employees, shareholders, customers, governments, suppliers and all its stakeholders. No doubt, if individuals, groups, organizations and institutions of society, know themselves responsible over the events, happenings and various crises, and each try in the scope of their work and responsibility to solve the crisis, many of the problems will be eased and healthy and peaceful society will come into being.

In other words, organizations that act in any way, its performance will affect society. Therefore, companies need to carry out work that is accepted by society and consistent with its values. Organizations that fail to adapt to these important,

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