The Relationship between Social Support and Corporate Identity in Secondary Schools

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Abstract

The aim of this study is to identify the relationship between social support and corporate identity in secondary schools. This study, regarding its aim is considered as an applied research. The research method is descriptive – survey and Correlational. Its statistical Society is included of all secondary school teachers in Ashkhaneh at year 2015. Total sample size was 215. For data collection for social support variables, Philips standardized questionnaire of social support (SS-A) and to measure corporate identity, Cheney questionnaire (1983) was used. To test the validity of the questionnaire, Cronbach's alpha coefficient were used for both questionnaires, which was obtained 0.97, 0.95 respectively. The validity of questionnaires has been approved by researchers and Pundits. Correlation Results between social support and components of corporate identity (the support of family, friends and others) was 0.442, 0.392, and 0.385 respectively. Stepwise regression test results also showed that the role of family support with beta coefficient of 0.317 and the support of friends with beta coefficient of 0.204 has the greatest impact on organizational identity compared to other components of social protection.

Keywords: social support, corporate identity, family support, friends

1. Introduction

Social relations are essential elements of any community and shape the core of society, causing the actors facilitate their actions in the community by expanding their ties, and to achieve their goals in this way.

All individuals in society are somehow trying to communicate with others in order to accelerate their transactions in various fields (Salehi and Shkybayyan, 2007). One of the psychological concepts which have been introduced recently by scientists is the community support. It is also one of the fundamental human needs throughout the history. Early humans, in most of their history lived in batches and small groups and were to find food and sometimes were at risk of predatory creatures attack. In human history, in the event of others' help, humans were able to deal with crisis and face the dangers. Thus in our nature, we need a close established attachments to be able to benefit from family support. As it is concluded from various definitions of social support, social protection is the individual's perception of if he is beloved by others and if he is a valuable person from their perspective and if he is experiencing problems, will they help them or not (Sharifi Daramadi, 2002).

Cultural identity is formed in a social context and varies from one bed to other. In this view, identity is reconstructed in socio-cultural context from inside and outside. The concept of identity in its new form is rooted in symbolic interaction approach and this approach has a special place in the interpretation paradigm. Conceptualization of symbolic interaction experts about humans and self constitutes the main of identity (Turner, 1998). At symbolic interaction and Interpretivism approach, human beings are active and reactive creatures. Mutual action and reaction are formed by definitions and interpretations of human. The base of these definitions and interpretations is shared meanings which are created in an iterative process. In fact, meaning that people give themselves centers on process of creating action and interaction. Self-knowledge also like other meanings is formed in the process of interaction (Astrakr, 2000).

According to the definition, social support has two fundamental aspects; the mental aspect which represents individual's imagination and perception of support from those around him, and other is the real aspect (objective) which is consists of the amount of real aids to him (Biabangard, 2004). Research shows that social support, like shield neutralize the effects of stress on health and family adjustment (Bakhshi et al., 2003).

Organizational identity is a new concept in the field of organizational behavior issues. Like humans, every organization has an identity; identity is a set of attributes which is different in every person but corporate identity is different from human identity as it can be used as a strategic tool in the process of implementation of corporate goals and

ideals.

Organizations as major pillars of the current social have an important role in meeting the expectations of communities and human resource is the most valuable resource for organizations. Therefore, in order to increase productivity and organizational effectiveness, paying attention to employees' needs and satisfying them is very important. Considering that education in any country is the most important educational organization which is responsible for education and training of future generations of a country, organizational social capital development facilitates the sense of identity, commitment and mental health of the individual and work and also increases the stability of the organization. Education, in general and institutional units (schools) in particular has multiple social and educational functions and this causes scientists to study and explain the multiple threads such as perceived organizational support in their education. Work is a central activity in social life and the situation we live in can be a major source of psychological distress. Since work and career are social achievements, the relationship between employment conditions and health or disease of individual is largely a result of social processes and organizations. One of the factors affecting the mental health is job and work environment. About necessity of research it must be noted that the continuation of career burnout of majority of teachers is undesirable for every social order and organizational performance and its spreading leads to diminishing the individual's commitment to the values and organizational goals and it is source of many of other Social abnormalities. Since the consequences of career burnout is very burdensome for community and organizations, investigation of the burnout source in its social context seem necessary. The main purpose of this study is measuring the level of social support and corporate identity in secondary schools in Ashkhaneh city.

2. Research Methodology

This is an applied research and the goal is descriptive. Given the nature of the research which sought to examine the relationship between social supports on corporate identity in Ashkhaneh high school teachers, since the relationship between two or more variables is in a group, its methodology is correlation –survey. The research community includes all secondary school teachers in Ashkhaneh city in 2015. According to data gathered, their total number is 550. In this study 215 samples were selected according to Morgan-Kerjsy table (1972). For sampling, stratified random sampling method was used.

Research collection instrument composed of two parts:
1. The standard social support questionnaire (SS-A).
   Phillips Social Support Questionnaire (SS-A): Social Support Questionnaire which was developed in 1986 by wax, Phillips, Holly, Thompson, Williams and Stewart is the most popular tools in this field. Phillips Social Support Questionnaire has 23 questions and is scored in two ways that either (yes or no and Likert scale). This questionnaire measures three areas of social protection: family, friends and others.
2. Cheney corporate identity questionnaire: it was introduced in 1983 by Cheney. It has 18-item and evaluates the components of membership, loyalty and similarity. Scoring is based on five-point Likert and on the slopes of so strongly agree to strongly disagree.

Questionnaire distributed among the population and data gathered were entered into SPSS version 22.

Reliability was calculated by Cronbach's alpha which was 0.97 for 23 questions of corporate support questionnaire and for 18 questions of corporate identity questionnaire it was 0.95. The value obtained indicates that the validity of the questionnaire is very high.

To analyze the data, two methods of descriptive and inferential statistics were used. In order to organize, summarize and classify the raw scores and describing the size of the sample, setting the frequency distribution table, percentages, calculation of scattering parameters such as mean, standard deviation and charts, descriptive statistics were used. In inferential statistics, according to the data distribution test and the normality of the research variables, the parametric tests were used. According to the research hypothesis, for relationship between variables Pearson parametric test was used. In order to investigate the impact of each of the components of social protection on corporate identity, stepwise regression analysis was used.

3. Research Findings

The main hypothesis: there is a significant positive relationship between social support and corporate identity in Ashkhaneh secondary schools.

Table 1. The correlation between social support and corporate identity

Variable	number	Pearson correlation coefficient	Significance level
The relationship between social support and corporate identity	215	**0.475	0.001
The relationship between family support and corporate identity	215	**0.442	0.001
The connection between friends support and corporate identity	215	**0.392	0.001
The relationship between people support and corporate identity	215	**0.385	0.001

According to the results of Pearson correlation, the correlation coefficient between social support and its components including family support, friends support and others support and corporate identity was 0.457, 0.442, 0.392, and 0.385 respectively at the significance level of 0.001. So at the 0.01 alpha and 99% confidence it can be argued that there is a significant relationship between social support and its components and corporate identity of Ashkhaneh high school teachers. It means that the more social support, the more individual show the corporate identity. Therefore, the main hypothesis is confirmed.

To evaluate the effect of each of the components of social support and corporate identity of secondary school teachers in the shape of secondary hypothesis, linear regression test and beta coefficient was used. The results are shown in Table 2.

Table 2. Stepwise regression test of components of social support and corporate identity

Significance level	F Statistic	Adjustment coefficient	Watson camera statistic	
0.001	20.560	0.46	1.66	
Significance level	t Statistic	Coefficients	Model	
0.001	7.769	0.470	Family support	1
0.001	3.493	0.317	Others support	2
0.026	2.247	0.204	Friends support	

As can be seen in Table 2, the results of multiple regression analysis by step method shows that from three predictor variables, prediction percent of family support with beta coefficient of 0.470, on corporate identity was 47% and in the second step, others support with beta coefficient of 0.317 and friends support with beta coefficient of 0.204 has the most percentage of prediction.

4. Discussion and Conclusion

The first hypothesis: there is a significant relationship between family support and corporate identity of high school teachers of Ashkhaneh. According to the results obtained from Pearson correlation test it can be argued that there is a significant relationship between family support and corporate identity of high school teachers of Ashkhaneh so the first hypothesis is confirmed.

Explanation of hypotheses: work and family are two basic systems of every person life which shapes the unique aspect of human behavior and people should balance what these two aspects request. Adams, Kyngoking (1996) reported that conflict between work and family occurs when the demands of one of these two domains (e.g. work) is inconsistent with the demands of other domain (e.g. family). This conflict can affect both the quality of family life and the quality of work life. Researchers have described different kinds of conflict regarding behavior, timing and amount of stress which have been created (Carlson et al., 2000).

In the past, it was believed that each of the domains of work and family operate according to its own rules and should be studied separately. Today, this argument is replaced by the idea that the relationship between work and family is dynamic and mutual. It means that work environment factors affect family life but also family issues impact working life.

According to the theory of perceived organizational support of Eisenberger, Huntington, Hatchysvn and Sawa (1986) shore & shore (1995); employees will foster common beliefs about the amount of the organization care about their participation and well-being in order to understand organizational readiness for rewarding work effort and meeting the social and emotional needs. Perceived Organizational Support also refer to ensuring the organization's helps at the occasions in which people are facing with stressful situations or have a problem in doing their jobs effectively (Khmrnya et al., 2011).

Work - family conflict can be considered as related components of well-being in definition of Eisenberger et al. or stressful situations in which people have a problem in doing their jobs effectively according to George et al.

Nevertheless, when a person feels conflict between work and family issues, this feeling can be spread to the support he feels from organization. It is likely that in this situation, he become more sensitive to organization behaviors and looks for signs that shows the Organization support him in critical situations and cares for his personal health. So conflict between career and family issues can distort staff perceptions about organizational support. All in all, Perceived Organizational Support plays a key role in balancing the work and family responsibilities (Jones, 2001). It should be noted that if a person cannot have control of home, the feeling of self mastery decreases in him because obviously he cannot blame himself for work - family interference. The events in the workplace are a function of enterprise policy and managers who are completely independent of him and a variety of events inscribed on organization such as market conditions, adds on the conflicts in the workplace and everyone knows that these matters have little role; so it is predicted that self mastering is less damaged compared to when work- family interference occurs. Because it is expected that one's control over marital issues can be resolved easily by negotiation and exchange.

The result of this research hypothesis is consistent with Kashef et al (2012), Syvandany et al (2012), Shen et al (2010), Rahmanseresht and Saghrovany (2013), Nasr Esfahani et al (2012).

5. The Second Hypothesis

There is a relationship between friends support and corporate identity of Ashkhaneh high school teachers.

According to results it can be claimed that there is a relationship between friends support and corporate identity of Ashkhaneh high school teachers. As a result, the second hypothesis is confirmed.

Explanation of hypotheses: foundation of all values in organization is moral values. These values will help to establish and maintain standards that can affect directing people toward measures which are important for organization. Specifically, when standards or ethical values become widely popular among the members, organizational success will increases.

Values are the foundation of the culture of any organization. As with the original philosophy of the organization for success, values also provide guidelines, policies and common direction for all employees for their daily behavior. By knowing the importance of values and their relation to culture, it is necessary to determine the root of individual and organizational values.

The organization plays an important role in the behavior of employees. Creating ethical values throughout the organization can lead to higher levels of ethical behavior of the employees through influencing the organizational variables. The outcome occurs within the organization, is the increase in organizational citizenship behavior of employees. Employees, who have high moral behavior, participate more in extra-role behaviors and activities. Ethical behavior can prepare the organization's environment for emerging the citizenship behaviors. When the organization's environment is known as a healthy moral environment, it is expected that citizenship behaviors emerge more.

The result of this hypothesis is consistent with Kashef et al (2012), Ghasem Zadeh et al (2014), Tamanaeifar and Mansuri Nick (2014), Rahmanseresht and Saghrovany (2013).

The third hypothesis: there is a relationship between others support and corporate identity of Ashkhaneh high school teachers.

According to results it can be argued that there is a relationship between others supports and corporate identity of Ashkhaneh high school teachers so the third hypothesis is confirmed.

Explanation of hypotheses: The success and popularity of any service organization depends on the satisfaction of its users. Thus, the performance and behavior of staff that contact and interact with people will be crucial to the success of the organization. Because the quality of services is comprised the processes which are based on the presence of people (prayer et al., 2010). In previous researches the positive impact of voluntary behavior that staffs do both for customers and for the organization (OCB) on service quality and organization performance is confirmed. The results of this hypothesis is consistent with Karavrdr, 2014; Chang and Hsieh, 2012; Moosakhani et al., 389; Mirsepassi et al., 2010).

According to the results obtained it can be argued that there is a relationship between social support and corporate identity of Ashkhaneh high school teachers. Therefore, the main hypothesis is confirmed.

Explanation of hypotheses: Eisenberger et al findings (2002) showed that increased support in the organization and its perception by staff will increase the feeling of belonging to the organization and their job satisfaction. These findings are not consistent with the findings of Seyed Hoseini (2011). Perhaps the probable cause of this inconsistency is the difference in the population under studied.

The findings also is consistent with Kashef et al(2012), Syvandany et al (2012), Shen et al (2010), Ghasem Zadeh et al (2014), Tamanaeifar and Mansuri Nick (2014), Rahmanseresht and Saghrovany (2013), Amir Khani and Aghaz (2013), Nasr Esfahani et al (2013), Amir Khani and Aghaz (2013) and Rahmanseresht &Saghrovany (2013).

In explaining the relationship between social support and corporate identity in teachers, it can be stated that many factors, both directly and indirectly affect the corporate identity among them is perceived organizational support. So that the more amount of perceived organizational support among teachers increases, the less their corporate identity will be.

The effect of social support on increasing corporate identity aware teachers that not only the participation in the development of effective and proper behavior is important and will enhance the effectiveness and independence of teachers through outbreak of desirable behaviors in the organization but also by adding identity and motivation, it will be effective in increasing the efficiency of the organization. Knowledge of the existence of such impact is very important for teachers. Because recall them since human resources are the most important asset of any organization and teachers are one of major assets of their organization, so they should receive full-scale support from their organization, because the organizational support increases the sense of worth and dignity to the teachers.

In such a condition, teachers find them important in the organization and by the sense of belonging to the organization, know them a partner in future and destiny of the organization. In this way, the sense of corporate identity to organization Affairs will not be formed.

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