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Canonical Analyze of Relation Ship between Type of Organizations Discipline and Sociability Asset with Individuality, Organization and Systems Reliability in the University of Guilan

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ABSTRACT

Considering the characteristic of the faculty members of the universities, and the importance of the systems discipline toward the solidarity and inner and outer balance in organization, and creation the sense of dependency and identity between staff, the influence of different parameters of social richness and organization culture on the solidarity of member and system, and its systems reliability is being discussed. Statistical data: entire faculty member of the University of Guilan numbered 116 persons consist of 80 men and 36 women. Method: this research is field study and based on collecting applied descriptive data through canonical analyze. Tools: research tools consist of 4 different types of standard questionnaire of systems discipline, sociability asset, solidarity of member and system and systems reliability which its fluency and validity is acknowledged. Results: there is a meaning full relation between different type of organizations discipline which are participation, consistency based, adaptively and prophetic with sociability assets components which means cognition, communicative and structural. Canonical analyze shows a significant set between organization culture and sociability asset which in this collection participative aspect, based on consistency, adoptively and prophetic had a rich positive relation with sociability assets which are cognition, communicative and structural. Also results of solidarity and fundamental solidarity or correlation in all research hypotheses show that these collections have a significant relation two by two and with the other parameters.

Keywords: Social culture, organizational trust, unity of individual-organization, social asset.

1. INTRODUCTION

Organizations reliability is commonly known as, expectations or beliefs that some people like to represent to others in a predictable way and not just for their own personal interest. There is a considerable gap

between employees and managers and their demands in our organizations, especially organizations that is related to the government. As the result of this gap, decision making procedures will face to difficulties because of employees tenacity and in return manager would not trust their employees and would not ask their participations in the decision making procedure and as the result, it would create a distrust environment in an organization. Emerging of behavior like rumors, conflict, hypocrisy and dishonesty in organization is the result of the unreliability which consume large amount of energy of the organization and increase the total cost.

In such organizations talking about subjects like self-managing and self-control, cooperation, quality innovation is useless and efforts for increasing the efficiency would not return favorable results because reaching to the organization's goals needs its member's cooperation and the most important way to ease this cooptation is the trust between employees and also between employees and managers. There are three main streams in the concept of trust.

1.1. Organizational Inner Trust

Inner organization trust can be defined as trust between employees and employers or managers or between colleagues. This is the interest of this topic.

1.2. Trust Between Organizations

This means between organizations subject.

1.3. Trust Between Organizations and its Clients

This concept is proposed as a marketing concept Daitz & Hartog (2006). Daitz & Hartog (2006) believe that benevolence, competence, honestly and capability of prediction are three the most important elements of trust. Mair and his colleagues (1955) also suggest that, credibility, competence, and benevolence are the three main components of trust.

1. **Credibility:** Means, believing in that individual or organization will keep and do as he/she promised without any inconsistency.
2. **Competence and capability:** Competence will return to individual's capability which one can do its responsibility according to its ability (based on its knowledge and skills)
3. **Benevolence:** Benevolence is individual's kindness and its affections tendency toward others and honest consideration of others behavior (Shams, Esfandiari, 1394).

John & Prosaak define the social asset [as a factor that relates active relations between individuals, trust, mutual cognition, values and mutual behaviors which members of networks and human communities and also make cooperation possible.] they consider the social assets as the heart for preservation and organization development. In their opinion, social assets, creates economical interest and without social asset, organizations cannot work conveniently.

There are different definitions of social assets so far. Pierre Bourdieu, believes that social assets consists of a set of physical and non-physical, materialistic or moral resources that permit an individual or a group to have a stable network of relatively established acquaintance or mutual cognition. In other

hand “Robert Putnam” in his assessments expresses that social assets is a set of concepts like trust, norms and networks that cause relations and optimal cooperation of a social’s members and eventually provide mutual beneficial.

A review of professional viewpoints show that each of them focused on one important aspect of social assets like trust, a network of formal and informal contacts, social communications and finally cooperation and collaboration between employees, as facilitation of organization actions. Base on this, above viewpoints become the foundation of current research. Depending on mentioned theories, social assets in this research can be defined as, [social assets, consists of features and resources like trust (socially, individually and institutionally), cooperation and collaboration norms (assisting actions) and social communication (communication networks) in an organization which any whiting unbalance causes changing in believes, values and common practical pattern (organization culture) in members of organization. This feature causes facilitation in reaching to organization goals] (Sargazi, Mohamadi Aria, 1392). In an era which communication among people and groups is too fragile and rapidly changing, trust is the main subject in organization in order to enhance managing and effectiveness of environmental dynamism that ensure their development and entity. According to the importance of the rapid responsiveness to changes of a flustered environment, developing coordinated work groups is one of the main responsibilities of managers in organizations which means, gradual process of injecting trust and encouragement into organization. In Fukuyama’s opinion culture has effects on trusts (Hasan ZareE and others). Unity of individual-organization in its general form means measure of compatibility of individual and organization. (Chatman 1989) defined the unity between individual-organization as compatibility between organization’s moral patterns and individual moral patterns (p459). In Christoph’s (1996) opinions, individual-organization unity in its general form means unity between individuals and organizations. But Christoph (2008), in his recent studies of individual-organization’s literature, he defines it as compatibility between individual morality and organization culture. It should be mentioned here that the basic structure of unity of individual-organization in a more general phase is founded as individual –environment. The individual-environment phase as a more general concept is used to describe the method of connections between environmental and individual factors that is influencing the viewpoints of behaviors, wellbeing and peace of individuals. This aspect of communications is a relatively long theory that in lewin (1951) thoughts in psychology it starts, based on the fact that the behavior is a rule of individual or environment. According to this aspect neither individual characteristic nor position could sufficiently describe viewpoint and behaviors alone, but it is the interaction between the individual and the position that makes it meaningful. Therefore interaction between individual and the organization’s parameters is the base of the unity of individual-organization theory. “Merely” believes that the structure of the individual-organization in a working environment is very effective and causes a vast research scope, which in general, it comes after discovering individual-organization as a structure which also covers other fields. As Christopher Brown & colleagues say, individual-organization unity is a comprehensive intellectual environment that causes unification and compatibility of individual with different systems in work environment (MohamadReza Ardan & colleagues). Edgar Schein is one of the most important philosophers who had a huge contribution in concept of culture and organization’s development. He considered the concept of culture in its general meaning and its mutual effect of culture and management in his publishes. Therefor organization culture points to individual life style in an organization. In general, culture is described as beliefs, values, rules, patterns, symbols and group’s common individuals’ traditions (Hassan ZareE & colleagues). One of the major approaches in this field is the consideration of social assets

and its improvidence in organization, because reinforcing the social assets causes creation of strong vision and invisible social links and it also increases the sense of participation and trust inside the organization. In practice, social assets try to find out the collective solution by analyzing the individuals behavior by returning to the intended society. There is no method of analysis to determine individual and social behavior but returning to the position of social interaction. Researches are interested in development of the social assets because there is a relation between levels of social assets with the result of its interests. In fact, social assets are a type of investment in relations between individuals and groups. Based on its trust and cooperation the organization could reach to the required results and reach to the organization capabilities for the growth and advancement. The main subject of author's interests is canonical analyze of relation between type of organization's discipline and sociability assets with unity of individual-organization and organizational trust in university of Guilan.

2. FUNDAMENTAL THEORY

2.1. Organizational Trust

There are many different definition of trust in theoretical literatures. Trust includes different goals or thongs that a person can reliable in an individual can trust in different aspect of behaviors and trust can be changed by situation and behavior. Trust has various bases and resources; therefor in an organization an individual can trust in his colleague, managers and supervisor or even the organization and administration in a higher level. Trust can be based on benevolence, enthusiasm or even fear. These aspects relatively can be seen in all definition (Ntium & Scixs 2003). Mollering also mentions that there is shorter agreement on trust's definition and conception but believes that there is an agreement on conditions that creates trust. [Those social events consist of two or more players in a layer of society], Mollering (2005). Some other element will be mentioned in next chapters.

Majority of researchers share the opinion that risk is a fundamental concept in trust. According to Luman (1988) trust is a solution for specific risk problems among individuals because it's a view that prepares possibility of taking risks. Once individuals prefer ones solutions to its alternatives, despite the fact that it might fail, but they rich their goals by establishing trust (Koopman & Bijlsma, 2003).

2.2. Organization's Discipline

One of the concepts that extremely influence the thoughts of management is the concept of organization's discipline. There are many different suggestions about the organization's discipline so far. What most of them have in common is the effort of describing objects that have effects on the structural, operation and efficiency of the organization. Organization's discipline is either the splicer of the inner organization components and also the discriminator of organizations from each other (Kie, Wei, 2008, P2018-P218). In effort of reaching to a convenient and applicable definition, some authors consider Shain, hampton & Trender's concept about aspect of organization's discipline and some others literatures (Grivers, Walter & Dobson believed that a simple definition is sufficient Shain 1985, P140-P153).

One of the most comprehensive definitions is given by Shain which is: "Culture is a pattern of fundamental assumptions that have been discovered by a specific group in the way of solving difficulties in order to adopt it to the environment and getting to solidarity and integration, innovation and exploration".

This pattern got its credibility and also got itself proven to be effective and beneficial in a group's advancement. Therefore it propagates as a proper method of understanding, thinking, feeling and behavior. Thus culture is being learned by resisting against difficulties, Shain (1992, P8-P12).

2.3. Unity of Individual-Organization

Unity of individual-organization attracts researchers and employees interests as an important parameter in organization working environment in recent years. A great interest toward researching about unity of individual-organization is slightly because of its capability of prediction of great positive results. For the job seekers the unity of individual-organization depends on organizations recruiting, job seeking decisions, job positions availability and decision phase, Kiel et. al., (1996), Dinen and colleagues (2002), jouj & kiel (1997), van houf and colleagues (2006).

Recent results show that the unity of individual-organization in fact is one of the main anticipators in result of recruitments Chimen & colleagues (2005). It has also been discovered that unity of individual-organization would predict important results like job satisfaction, organization's commitment, method of working, job attraction measurement, organizational support, stress and peace and motivation for work and for job operators, Kiel & Drou (2002), Lover & Christoph, (2001), psonner (1992), Soucx & Ashford (2002), Saries, (2006). Researchers even documented some benefits of unity of individual-organization which consist of organization work affiliation, less work circulation and more rivalry, Ardalan (1391), Doross pick & Vilardo (2006).

There is a common agreement among researchers about the issue that unity of individual-organization has different implied concepts because of deferent results of individuals and organizational aspects. In the history of the unity of the individual-organization there is a significant deference in how the concept of the unity of individual-organization becomes meaningful and there is not a clear and constant definition about this concept so far which restrains the ability of getting a proper results about former information and general results of unity of individual-organization.

Most of researchers believe that the unity of individual-organization shows kind of unity and agreement between individual and organization even though unity has different meanings, Adkins & colleagues (1994). In general, unity of individual-organization's definitions can be categorized as, supplemental unity (when the individual has same property as organization), completion unity (when an individual fill a position or compensate a lack in organization), Unity in demand and supplement (when an organization supplies the individual's demands) and unity of capability and needs (when the capability of an individual is sufficient for the organization's demands). Although theoretically these classifications must illustrate specific and distinguishable aspects, but mentioned aspects are not clearly determined and have not been practiced Christoph (1996) Rienzi & Gerhart (1990). Accordingly current procedure of unity of individual-organization is mostly based on specific criterion of this effort which limits or puts aside various types of unity of individual-organization.

Particular restrictions that come out from conceptual issues and unity criterion are lack of information about how is the experience of hired members of organization about unity of individual-organization at the moment. For example, there is no evidence to show that hired members could understand the meaning of the unity of individual-organization according to the mentioned four distinguished concepts. Also there

is not enough information to understand that if the hired members consider the various types of unity or not. It is possible that some aspects of unity of individual-organization have more important effects on the results than other parameters. Although these aspects could predict different results but if we neglect the multi-dimensional nature of unity then it would remain as just a theory.

2.4. Social Assets

Social asset is not a new idea but the conditions that make this concept to be appeared important and thinkable is new. Social assets of an organization, is defined as a source of social inner organization communication that illustrated as tendency toward common goal and trust of different layers of members, Feghihi, Feyzi (1382, P23).

There are three types of theorists in the field of research and studies about social assets. First group emphasizes that social asset is like a source that ease the affairs through a central activities. According to this view point social assets can represent different successes of members and groups through a rivalry. Another group of social assets researchers considers it as a result of structural communication among individuals and groups inside a community that gives solidarity and interest of social advantages to these communities. Third group has a moderate viewpoint about different inner and outer aspects. This viewpoint generally forms the social assets with an open attitude systems, Rahman Seresht (1382, P263). Bordo (1993) considers social assets as a real or virtual social resource that an individual gets according to its place in communication network that has deep and relatively finalize relation. According to Barnet, social asset is friends, colleagues and public relations that provides suitable situation for using the fund and man power assets. According to Portz social assets are active capabilities to provide self interests through registration in social networks. According to Fukuma social assets is a capability of individuals to cooperate with others for mutual interest in a groups and organizations, Rahman Seresht (1382, P265). Social assets illustrate a fundamental importance of powerful networks, trust based relation and cooperation in communities, Jacobs (1965). Leyla Vafakhah & Hamidreza Rezavi investigated the relation between Organization culture and Social assets in SARMAYE Bank in a research paper. The basic theory of being a link between organization culture and social assets' case study is also proven by Vafa khah, Leyla & HamidReza Razavi (1395). Leyla Hemati, Sharam Hemati & Fereshte Mahmoudi studied the effective moral intelligence on unity of individual-organization in higher education organization. The goal of this research was a research on the influence of molar intelligence on the unity of individual-organization in educational environment. The results showed that between moral intelligence components, responsibility is the most effective parameters in prediction of balance of individual-organization, Nemati Leyla, Shahram Hemati& Fereshte mohamadi, (1394). Mohamad Reza Ardalan. Leyla Hemati & Parviz Navidi studied the rule of organization culture on the records of individual-organization. The goal of this research was to analyze the relation between organization culture and unity of individual-organization in the medical university based on its faculty members. Results showed that there is a positive and meaningful relation between organization culture and the unity of individual-organization. Also conclusions state that organization culture has a direct and meaningful rule on the prediction of the unity of individual-organization, Ardalan, Mohamadreza, Leyla nemati& Parviz Navidi, (1393). Rob & Zemsky (2003) believe that the quality of cooperation depends on the amount of others assistance ship (service act) in past and the tendency of the will of the assisting parts in a research which is titles as Social assets, participatory culture, and intensity of motivation. Therefore cooperation between

works forces (social assets) follows dynamic process which in intensity of motivation works as a controller parameter. Dik & colleagues (2002) concluded that amount of social assets that each company creates and preserves and uses as companies resources depends on the unity of the company which also relates to the inner characteristic especially to the organization culture in a research tilted organization culture, capability of unions and social assets, quoted of Feyzi & Grami pour (1387). Feyzi & Grami pour (1378) conducted a practical research on the field of the effect of the social assets on the cultural organization in the Pyamenour University with the surveillance method. The result of the research show that the members of the faculty have a limited relation with each other in their working environment (social communication) and they have low dependency on the university. They are aware of their missed opportunities and they don't have enough motivation to participate in university's affairs. Kazemi & Ebrahimi Khani (1390) has done a research titled as structural model of social assets' communication with organization's discipline according to the Nurses view points. In this research they studied a rule of social assets on the organization's discipline based on Nurses opinions. Method of this research is descriptive-correlation. Test environment includes 200 of nurses who are employed in different section of the hospital in town of Zanzan. Method of sampling was relatively layered of random sampling. Participation criterion was holding bachelor degree or higher and at least 6 month work experience. In order to collect information for the test, questionnaire of organization culture and social assets have been used. Research conclusion shows that social assets have a direct relation with all aspects of the organization culture.

3. RESEARCH HYPOTHESIS

1. There is a link between type of organizational culture and the aspects of the social assets.
2. There is a link between type of the organizational culture and the aspects if the organizational trusts.
3. There is a link between type of organizational culture and the aspects of the unity of individual-organization.
4. There is a link between social assets and the aspect of the organizational trust.
5. There is a link between social assets and the aspect of the unity of the individual-organization.
6. There is a link between unity of the individual-organization and the aspects of the organization trusts.

4. RESEARCH METHOD

The correlation of research method is in the canonical research category. Statics are the members of the faculties in the University of Guilan. Since the statics is limited therefore the volume of the sociality and the sample are the same. Total number of member is 116 consist of 80 men and 36 women.

Method: This research is a field study case and based on collecting descriptive-applicable data, it's considered to be canonical type of study.

Tools: Research tools consist of four questionnaires, organization culture, social assets, unity of individual-organization and organization trust which their credibility. Validity and stability is proven.

5. DESCRIPTIVE DISCOVERY

- Depend on the age variable, it is shown that most of the individuals in the model (57 individuals, 49.1%) are between 31 and 40.
- Depend on the gender variable it is shown that most of the individuals in the model are men (82 individuals, 70.7%)
- Depend on the work experience, it is shown that most of the individuals in the model (31 individuals, 26.7%) are having work experience between 6 and 10 years.
- Depend on the certification variable it is shown that the majority in the model (71 individuals, 62.2%) have the PhD certification.
- Depend on the university semester it is shown that 41% are at their 5th semester and 59% are at their 7th semester.
- Depend on the place of graduation it is shown that the majority (96 individuals, 82.8%) are graduated inside of Iran.
- Depend on which faculty that individuals are working it is shown that most of individuals in the model environment (70 individuals, 60.3%) are working in the literature and human science faculties.
- Depend on the organizational culture variable, it is shown that the collaborative discipline has the maximum average and the culture mission has the minimum average. Depend on the unity of individual-organization variable, parameters of personality and proficiency have the minimum and maximum average respectively and in the social assets variable cognitive aspect and communicative aspect have the minimum and the maximum average respectively and in the organizational trust, employees trust to manager and inter institute trust have the minimum and the maximum average respectively.

6. DISCUSSION AND CONCLUSION

6.1. First Hypothesis

There is a connection between the type of organizational culture and the social asset aspects. Results of the first hypothesis showed that there is a meaningful connection between the different types of social disciplines which are celebrative, based on stability, compatibility and subrogation with social assets components which are cognition, communicative, structural. Collaborative culture has the maximum relation with the cognition and communicative culture. Culture based on trust has the maximum relation with the cognition component. Compatibility culture has the maximum relation with cognitive and communicative components and subrogation culture has the maximum relation with cognitive component. And also results of fundamental canonical analyze shows that aspects of the organization culture have a meaningful relation with the center of social assets and these aspects are capable of predicting the social assets. Canonical analyze is a meaningful collection between organizational culture and social assets which in this collection aspects of stable calibration, compatibility and subrogation have a positive and meaningful relation with social assets components which are cognitive, communicative and structural.

Results of this research are compatible with the research of Vafakhah Razavi (1395), which is titled “studying the relation between organization cultures with social assets in SARMAYE BANK, case study. It is also consonant with the researches of Surgezi & colleagues (1390) which in a research titled, “the effect of social assets in organization culture in governmental and privet higher education centers, in state of Golestan, that showed there is positive and meaningful relation between the social assets and organizational culture and 22% of alteration of organization culture are acceptable by means of independent parameters like organization trust, individual trust, social trust, assistance activities, social communication, which are social assets constructor components. It is also in the same direction with the results of Rob & Zemsky’s (2003) research which is titled social assets, collaborative culture and intensity of motivation that shows the quality of cooperation depends on others assistance (collaborative activities) in past and motivation intensity of cooperation, as a results work forces cooperation (social assets) follows a dynamic process which in the intensity of motivation works as the controller variable. Also in the research of Dik and colleagues (2002) with the title of ‘organization culture, capability of unity and social assets’ they conclude that amount of social assets that each company creates and preserves and the use of the companies recourses depends on the capability of unity of company which it also depends on inner characteristics specially organization culture quoted from Feyzi & Grami pour, (1387). With the results of Feyzi & Geramopur’s research (1387) which is in the field of influence of the social assets on the organization culture the discovered that the member of the faculty generally have narrow communication in their work environment (social communication) and they have low dependency to the university, they know the value of their missed opportunities and generally are not interested to the university’s affiliations. In the research of Kazemi & Ebrahim khani (1390) with the title of structural model of social asset’s communications with the organization culture based on the nurses viewpoint, they discussed that the rule of social assets with organization culture according to the nurses view point and they concluded that social assets have a direct relation with all aspects of organizational culture and also Jung & Ziaudi (2009) in their research concluded that social assets have a positive effect on the organizational culture.

Peress (2007) implicitly concluded from his research that the concept of the social assets has a close connection with the cultural characteristic of a region. Navarro & Shi (2001) showed in their research that is about the relation between cooperation and social assets that individuals’ collaboration in different works in organization in different type of works especially in group works is a result of social assets of organization’s individuals which eventually causes change in entire organization and cooperation culture among organization’s members. Social assets contains characteristics and resources like trust (social, individual, institutional) and collaboration and cooperation (assistance actions), social interact (interaction communication) in an organization regarding to existence of a connection between organization culture and its aspects with social assets and its components. Any change in any of these aspects or components cause alteration in believes, practical values and patterns of common behaviors of members of an organization and it is also reversible which means while the values, beliefs, and common behaviors of members of an organization altered then certainly characteristics like beliefs, values, common practical behavior of organization’s members would be underlined and this characteristic makes the realization of organization’s goals become easier and happen to be as a center of organization preservation and development in another word any culture which rules in an organization can predict the knowledge of the organization and the dominant structure on the organization and also the variation of inner communication. Members will definitely have a friendly relation in an organization, clear recognition of themselves and other member of

the organization and having a comprehensive interaction with each other if they have necessary authority and innovation to control their works regard to the major integration between the collaborative cultures with cognitive component and communicative. Higher level in recognition of each other brings higher understanding of their goals, mission and organization itself. Thus interacting with this people in work environment brings responsibility and ownership in the organization that results the greater level in cognition and communication between organization and its members. The reason that a culture based on stability brings a great level of correlation with recognition component of social assets can be based on a reason that says in an organization its culture is based on stability and has a specific and stable method for works and certainly there are common known goals, which in all members believe in common goals, communication, correlation, sharing knowledge, collaboration to reach to a more stable system and trying to reach there. In an organization like university that flexibility is a major element of development and efficiency acquisition of a compatible culture based on flexibility and efforts on outer recognition is a major part regard to reach to the maximum correlation between organizational culture with cognitive and communicative component. Members of this organization will try to collect more information about the outer environment which includes customers and their expectation and request and believe that more understanding of outer environment and have more interaction with other employees and manager, then certainly will have more compatibility and will become more flexible against changes. The reason that the representative culture has the maximum correlation with cognitive component of the social assets can be explained as, when an organization like university tries to cover the societies demands by educating people to experts its fulfilling the representative culture, and its doing its job properly and will become a successful organization when it has a proper knowledge toward training new experts. Therefor it can be said that if employees be aware of the goals and the mission of the universities then university would have a richer organizational culture and a greater social assets.

6.2. Second Hypothesis

There is a relation between the type of organizational culture and aspects of organizational trusts. Discoveries from second theory showed that there is a meaningful relation between the types of the organizational culture which are collaboration, based on stability compatibility and representative with organizational trust which are trust between employees, trust between the employees and managers and organizational trust. Collaboration culture has the maximum relation with employees trust toward managers and organizational trust; culture based on stability and representative has the maximum relation with organizational trust. Also the results of the fundamental canonical analyze showed that organizational culture has a meaningful relation with organizational trust and this aspects are able to predict the organizational trust. Canonical analyze showed a meaningful collection between organization culture and organizational trust that in this collection collaboration aspects based on stability, compatibility and representative has a positive meaningful relation with different component of trust between employees, trust between employees and managers and organizational trust. Findings of current research is coordinated with the research of Matin ZareE and colleagues (1388) that studied the aspect of culture of organization (introduced by GLOBE) on trust and the result of the research showed that there is a positive relation between avoidance of mistrust, inner groups integration, gender equality, decisiveness and types of friendship with trust. It is compatible with the results of the Anvari Pour & Feyz Javadianfar's research (1394) which is a research about the influence of organization trust on culture of organization in case of petrochemical company. Results showed that there

is a meaningful affect between organizational trust, trust and integrity of the organization and organization benevolence and organizations capabilities on organization culture entrepreneurial. And also it coordinates with a research that has been done by center of psychological organization and industrial in the University of South Africa on the factors of trust and mistrust which result that trust in an organization is caused by means of cultural, individual and management actions factors. It is coordinated with the Fukuyama's research mentioning that trust intrinsically shape in a sociality by means of the socialite's culture. Thus, people's intensity toward trust could be a functionality of culture. It also has correlation with research of Hoir & MacInis (1997) which mention the importance of cultural influence on creation and development of trust and communication between individuals and also with the research of Seligman & Bontis (2009) that mentions a study over the organization behavior. It shows that values and culture have influence on personal behavior and cultural aspects and it might affect the perception of people of trust According to the canonical relation between organization culture and its components the result can be analyzed in the way that when distribution of information exist in the entire organization, employees can easily communicate with each other and with managers, there is a common collaboration with individuals goals, missions and purposes of universities that is obvious an employee are completely aware about them. University is flexible and updates itself in order to be prepared against changes and employees and managers balance themselves with its changes. There are specific rules and patterns (organizational culture components) certainly there will be a wide range of trust in university. So it should be acknowledged that the key of keeping of relation is having trust of individuals inside of an organization, having trust in organizations members and colleagues (trust between employees) would make them reaching to a level of trust and perception that eventually managers act toward their interests(trust of employees in managers) and having an important role in organization and having job guarantee and facilities (institutional trust) and all of these are possible if the inner organizational culture implement a positive trust in its employees. Regarding to the major correlation between collaborative culture and employees trust toward managers and institutional it can be said that, often in organizations such as universities employees are rarely in touch with the high level of managing system. The main part of relation is based on rules and patterns and this lack of connections and some difficulties at work (which is related to the lack of connections with managers) cause decreasing in trust between employees and managers and finally with the whole organization. That eventually causes a bureaucratic culture in the university and paper works that are obstacles in the road of communication between managers and employees. But when there is collaboration between employees and managers, they would play a part in decision making procedure and when they are asked about their opinions and managers adjust some hours in a month in order to communicate with employees they make the situation adjusts in a way that, there would be no large gap between employees and managers and information could be accessible by everybody then certainly the trust between the employees and managers would increase. Existence of the maximum relation between cultures based on stability, compatibility, representatively with institutional trust can be explained with this method too. Without having institutional trust and trust in organization like university, serving and continuation of serving would become unbearable because the trust that the university makes in its employees is the reason of their innovation and creativity and ease their capabilities and makes their connection with outer and inner environment and costumers a clear and innovative and this trust increase the quality of organization. There would be no institutional trust unless organization give attentions to inner and outer environment and supply all customers from inner and outer environment and have a reliable method of behavior (compatible culture), use a defined method and rules to achieve

their goals (stable based culture) also the purpose and mission of university and affair that employees are assigned to do, become obvious and clear.

6.3. Third Theory

There is a connection between the type of organizational culture and the unity of individual-organization. The discovery of the third method shows that there is a meaningful relation between types of organizational culture which are collaboration, based on stability, compatibility and representatively with components of unity of individual-organization which are knowledge, skills, career features, interests and personality, goals and values. Collaborative culture has the most connection with the personality, stability. Based culture has the largest connection with features of the career and personality and the culture of compatibility has the largest connection with career characteristic and representative culture has the largest connection with skills and interests. And also result of the fundamental canonical analyzes shows that aspect of organizational culture has a meaningful relation with unity of individual-organization, and these aspects are capable of predicting the unity of individual-organization. Canonical analyze shows a reasonable collection between organizational culture and unity of individual-organization that in this collection the aspects of collaboration, based on stability, compatibility and representatively have a meaningful and positive relation with components of unity of individual-organization which are knowledge, skills, career features, interests, personality and values and goals. Discoveries of this research coordinate with research of RahimNiya & Alizade (1387) titled studying aspects of organization culture based on Denison model and unity of individual-organization that there is a positive relation between, and the research of Ardalan and colleagues (1387) titled the relation between organizational culture with unity of individual-organization in the wester university of the county that showed the average mark of the entire organization culture that has a positive and meaningful relation with the average mark of entire unity of individual-organization, also with the research of Ardalan and colleagues (1393) that in this research which is titled the study of the organization culture role in relation with unity of individual-organization. Also with the research of Miller & colleagues (2010) titled unity of individual-organization (culture) and the commitment of employees under changes in organization, they understand that while the measure of the perceptive of culture and the preferred culture increase cause an increase in organizational commitment and conserving the intention of employees to remain in organization. It also has an implied connection with a theoretical research (1391) titled, study of the relation between unity of individual-organization and personal characteristic of employees with health of the organization in the university of Kordestan and also with the research of Nemati (1392) titled organizational culture, unity of individual-organization, organizational health between employees of university of Hamedan and Kermanshah that have been reported in separate studies. Unity of individual-organization and the personal characteristic of employees have a meaningful and positive connection with the health of organization. Also it's illustrated that Unity of individual-organization can predict the health of organization according to the personal characteristic of organization. And the research of the Fatola Zade and colleagues (1390) that illustrate the role of organizational culture in empowerment of human resources that its results showed that there is a positive relation between organizational culture and the empowerment structures of human resources and also the research of Hio Souk (2003) titled, study of the relation of organizational fairness with communicative atmosphere in organization discovered that if employees believe that the organization atmosphere is communicative and friendly then they would feel more distributed fairness, but the communicative soul in the organization is unilateral and limited therefore the conception about organizational

fairness decrease. According to canonical relation between organizational culture and its aspects with Unity of individual-organization and its aspects, it can be said that the organizational culture including Values, common believes and when these values, believes and patterns are common between employees and be supported by organization then it would have an influence of entire elements of organization like goals, individuals behavior, operations, success, capabilities, skills, values and so on and make the stronger or weaker therefore it can have a direct effect on Unity of individual-organization. It should be said that, socialization of people happens at the beginning of their entrance into an organization and organizational culture gives personality to its employees and when an organization has a strong culture or in another word there is a connection collaboration between employees and managers, and it is a flexible organization and so on, then there would be a relation between member's and organization's values therefore unity will be observed and then its employees would have a greater confident, having satisfaction about their job, and doing their job in a healthy environment, and eventually it is possible to say that to have a healthy and strong organizational culture would result to have higher proportionality and congruence between pattern of personal behavior and organizational behavior. About the fact that collaborative culture has the large compatibility with personal component therefore it can be mentioned that when the dominating culture in university stresses the collaboration between members with each other's then higher grades and owner grades employees and individuals can interact easily and having a position comprehensive to their personality, existing of a relation between individual and organization values would make them to feel easy and united with the position that they are at, and feel attached to that organization. There is a same perception about the organizational culture that has the most relation with career characteristics that when a compatible culture dominates in an organization then the organization would become flexible and this culture is necessary especially for an organization like university that needs great flexibility. In such culture employees have enough freedom in there works and will become innovative. According to the existence of the large collaboration between culture base on stability with characteristic of career and personality it can be said that there is a stable culture in the university when there are a collection of a clear values for work while ignoring them would makes difficulties for employees and if there would be a difficulty in university then employees would reach to a common solution which in fact there would be a career and its characteristics are in a way that employees would become interested to the analytical and complex affaires which need deep thinking, and they would valuing for their job stability, job detailed, job improvement which is the necessity of the organizational culture and considering the fact that this type of culture in university is so strong, therefore employees personality like work ethic, reliability and dependency to the job correlated to the demands of their career so from their own willing and without any pressure, they would try reaching to the goal of the organization because they consider the goal of the university correlated to their own freedoms and innovations and considered themselves as a part of university's success and valuing that as an organizational culture. In justification of the existence of a large relation between organizational culture and representative with skills and interests of employees it should be said that when this type of culture is dominating the university, then university's managers determining long, intermediate and short term goals and prepare conditions until employees become interested to have a proper perception of goals, purpose and mission of university and continually assess their advancement and goals. Preparing such condition causes they continuously assess their skills like usage of tools and facilities of their work, ways of collaboration with others, speech skills, socializing, technical and career, and these skills would be proportion to their job demands. All of these subjects cause employees become interested to their jobs and become friendlier and try to satisfy university's requests.

6.4. Fourth Theory

There is a relation between the social asset's components and aspects of organizational trust. Discoveries from the fourth theory showed that there is a meaningful relation between different types of social assets' components which are cognition, communicative and structural with organizational trust's components which are trust between employees, trust of employees in managers, and institutional trust. Aspect of cognition has the largest relation with institutional trust, communicative aspect has the most relation with trust between employees, and structural aspect has the largest relation with the trust between employees and managers. And also results of the fundamental canonical analyze showed that there is a meaningful relation between the aspect of social assets with canonical parameters of organizational trust and this parameters and aspects are capable of predicting the organizational trust. Canonical analyze showed a meaningful relation between social assets and organizational trust, which in this collection aspect of cognition, communicative and structural have a positive relation with components of the organizational trust which is the trust between employees, trust of employees in managers and institutional trust. Discoveries of this research implicitly coordinate with the result of Shari Atmadari's (1388) studies titled study the relation between organizations health with effectiveness of managing school's managers of educational system in Tehran, which is showed that there is a relation between the entire aspect of organization health (structural, attentional, support, resources, morale, academic stress and institutional unity) and effectiveness, also if the school's managers try to implement a method to create organizational health, the inflectional of their school will be improved in all aspects. It's also coordinate with study of Miller Stanley (1993) that in his study about organizational health, it is considered that the relation between teacher's perception about intermediate schools organizations health and trust in the school's principle, and colleagues. He reached to a result that showed there is a relation between organizational health and teacher's trust, other discoveries of the research showed a positive collaboration between level of trust between teachers and principals, colleagues and organization with their perception of organizational health. About the relation between the canonical analyze and social assets and its components with organization trust, it can be said that the trust is the expectation of a regular, honest, cooperative behavior of others, and when the main resource of an organization which is human resources are cooperating in a dynamic environment, trust is equal to loyalty toward each other's, intention of taking more risks, and there is more collaboration and efforts toward goals and leaning of the group and generally intending to participate in social interaction. Therefore the intention toward cooperation, recognition of each other, and existence of a specific pattern that reduce the negative motivation of employees about each other and about organization and eventually increases the organizational trust. To justify the fact that the cognition component of social asset has the largest relation with the institutional trust, it can be said that when employees trust each other in the university and consider each other reliable and having a positive collaboration for doing job and stand by each other, their values become same as the organization's values therefore they consider their workplace in university as a reliable place and would believe that manager would respect their commitment and also would believe the will, awareness, ability, expertise of managers and capacity of university for regular improvement, and this trust and reliability on the high quality of work procedure and inner university collaboration would not be reached unless employees and the managers have recognition and trust in each other. About the maximum collaboration in communicative components with trust between employees it should be mentioned that social assets of university is one of its strength and when employees trust each other in university, and are not considering each other a rival, cooperating each other, criticize each other in healthy way, respect

each other feeling, being honest with each other and are not afraid of sharing important information with each other, valuing group work, then this human assets of the university would become a reason of their success. And this will not happen unless the university's environment prepares a condition that employees become able to make positive connections with each other, empowering each other strength, improving each other weakness without any fear of being judged.

About the fact that structural aspect has a large collaboration with trust of employees in managers it can be said that when the structure of university is in a way that the general or institutional relation have a high level in trust, there is an inner communication in university, accessing the information is provided for employees, and the quality of communication is in a way that in order to develop the accessing the information employees can easily be in touch with managers, therefore in such university there is a high level of trust, and its foundation is provided by the manager of the university, because employees can't reach the information unless manager authorizes it. Therefore if university has such structure, then those employees become able to access the necessary information in order to improve their efficiency and they start to believe that network communication cause them to upgrade, therefore their trust toward university will certainly increase.

6.5. Fifth Theory

There is a relation between social assets and aspects of unity of individual-organization. Discoveries of the fifth theory showed that there's a meaningful relation between different types of social assets which are cognition, communication and structure with components of unity of individual-organization which are knowledge, skills, features of career, interests and personality, values and goals. Cognition has a large relation with the component of knowledge; aspect of communication has also a large relation with the component of knowledge and personality and aspect of structural has a large relation with the personality. And also the result of the fundamental canonical analyzes showed that there is a meaningful relation between the aspects of the social assets and variable of canonical of unity of individual-organization and these aspects are capable of predicting the unity of individual-organization. Canonical analyze shows a meaningful relation between social assets and unity of individual-organization which in this collection components of cognition, communicative and structure have a positive and meaningful relation with components of unity of individual-organization which are knowledge, skills, career characteristics, interests and personality, values and goals. About the fifth theory, there is no research that has showed the relation between the social assets and unity of individual-organization. And of course this is one of the strength of the following research that studies the relation of these variables. About the existence of a canonical relation between social assets and its components with unity of individual-organization and its components, it can be said that one of the difficulties of today's organizations is the lack of cognition and accurate conception of characteristics and also the lack of answers about employees' characteristics. And if the structure of organization gives employees the ability to reach to all resources, exchanges and transaction of information easily and without fear then there would be a high level of trust and social interaction. These patterns that calibrate the group's actions would help its effectiveness. Any individuals should be aware and committed to its roles, everybody who is a member of a group and has a roll to reach to a common goal of university or to an effective inner group interactions within university, should learn the necessary knowledge and skills to do their responsibilities and improve their skills willingly and coordinate themselves with environment and also they will have a necessary preparations to face to the changes. Also they will be more motivated in their

jobs and would make their job more interesting and also would have fun and would follow their works with more encourage, therefore it can be said that if the social assets of the university become richer, then employees will have a dipper understanding of goals, missions and purposes of university and also about its customers and organization. It would help them to try to have innovation in their works procedure and behave more creative and will feel a proper proportion between individual characteristics, interests and skills with goals and values of university. About the maximum correlation between components of recognition with knowledge it should be mentioned that when employees are working in an organization they are expecting to have the information about their job in an proper and easy way until it can be used in a necessary situations, also they should believe that they have a positive influence on the university's functionality therefore they should be in the decision making and planning procedure. This would not be possible unless managers believe that providing information for employees are necessary and eventually it will improve the efficiency of the university therefore it can be said that information availability has a close relation with sense of having high level of knowledge in the field or career. According to the fact that the component of communication has a large relation with components of knowledge and personality then it can be cited that when the inner communication inside an organization is aligned with the ideas like, employees are correct in their behavior, would inform each other about different subjects, don't have any fear to share new ideas and information, help each other, having a good relation, would cooperate in different works, respect each other, criticize each other in a proper way, then they would certainly have satisfaction in works in such environment and would be sure that the necessary knowledge of their work would be available and when in is necessary they can have that knowledge from other employees. Therefore they go to their jobs with motivation. About the existence of a large relation between components of structure with personality, when structure of the university is in a way that there are not many filters and information are not hidden and the personal freedom are valued and the communication networks between members is strong and comprehensive therefore they would definitely would feel that they are being respected. It would increase the unity between employees with organization.

6.6. Sixth Theory

There is a relation between the unity of individual-organization and aspect of organizational trust. Discoveries of the sixth theory showed that there is a meaningful relation between the different types of unity of individual-organization components which are knowledge, skills, career characteristics, interests and personalities, values and goals with components of organizational trust which are trusts between employees, trusts of employees in managers and institutional trust. All components of unity of individual-organization have the most relation with organizational trust, also results of fundamental canonical analyze showed that components of unity of individual-organization have a meaningful relation with canonical variable of organizational trust and this aspects are capable of predicting the organizational trust. Canonical analysis shows a meaningful combination between unity of individual-organization and organizational trust which in this collection components of knowledge, skills, job characteristics, interests and personality and also values and goals have a positive and meaningful relation with the components of organizational trust which are, trust between employees, trust of employees in managers and institutional trust. According the sixth theory, there is no previous research that shows the relation between the organizational trust and unity of individual-organization. And of course this is a strength point of this research that has studied these variables. It can be said that, now days the necessity of responding to the demands of employees in each

organization is in priority because reaching to the organization goals depends on supplying the employees demands, and employees of an organization need to trust each other and managers and it should be a mutual respect. This is obtained according to the existence of a canonical relation between components of unity of individual-organization with organizational trust. The organization that they are working in should also trust them. Unfortunately there are many researches which are showing that, in our current organizations especially governmental organizations, there is a huge gap between employees and managers and also between their requests and demands, Khanifar & colleagues (1388). This mistrust downgrades the organization functionality and it is a reason that causes mistrust in organizations and consequently would affect its reliability. Also it would affect the employees' personality, interests, skills and knowledge, values that would defect the organization's goals. As an example when managers consider employees' personality during the distribution of responsibility (like introverted or extroverted employees, their sociability and their interests) in order to give them a position regards to their personality would help employees to understand that the organization is considering their abilities properly. This behavior would increase their trust to the organization. To justify the fact that all components of the unity of individual-organization have a large collaboration and connection with institutional trust then it can be delineated that, if the university's goals and the criterion that is related to the employees' work is explained to workers, then employees would become aware and also would be satisfied of their salary, work standards, promotion and bonus. This would help employees to become familiar with the goals and projects of universities and cooperate to reach them. The long, intermediate and short goals of university would become aligned to their own goals; employees would believe that they are also playing a part in university's achievements, and their educations are proper to their job contents. They are having the necessary knowledge and skills for their jobs, writing and speaking skills, social behavior, and in general there is a balance between their position and personal characteristics and their trust in organization increases because they start to believe that it's the organization that provides a condition that make them satisfied and consequently this satisfaction causes growth in trust in organization.

