

Effect of Social capital on Employee Performance Regarding the Mediating Role of Sharing Information of Shazand Petrochemical Company in Arak

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Abstract

This study examined the effect of Social capital on employee performance regarding the mediating role of sharing information of Shazand Petrochemical Company in Arak. The study in term of purpose is applied research. The population of this study consisted of 237 employees of Shazand Petrochemical Company in Arak. The sample of the study was 165 employees that the sample volume using Cochran formula has been determined. Sampling method is convenient sampling. Variables measured by standard questionnaires. Research validity and reliability were that social capital has no significant effect on the performance of employees with regard confirmed. Structural equation modeling was used inferential statistics. The findings showed to the moderator role of share information.

Key words: Social capital performance, Performance of employees, Sharing information

INTRODUCTION

Developments in present century with great momentum all the traditional approach to the organization concept as subject of management knowledge pushed aside and in disassemble the classic rules of management; new concepts injects to management science. Nowadays, value creation with the obvious turning, from exogenous capital to internal capital has shifted. Human and social capital, such as hidden wealth, lead to the production of knowledge and the old ways of creating value material such as capital and physical labor, have lost their past position (Tavassoly et al., 2003, p. 67). For organizations and competitive environment, abundant and diverse strategies suggested that depending on the circumstances, design and run. In fact, what make it hard to improve the performance of organizations, choose the most effective and the best strategies according to the characteristics of the

organization (Simons, 2006, p. 17). Survival and continuity of organizations and institutions depends on how the efficiency and effectiveness of employee performance (Nazem et al., 2006, p. 80). Organizations succeed and prosper today, organizations create new knowledge or business and applied it means and ways to improve their activities have become. They are new and creative ways to improve the structure and function have taken advantage and hence can be an example and pattern for us (Alvani, 1383, p. 328). Various surveys show that aligns employee performance in organizations is not satisfactory and most of the problems arise from the same shortcomings (Nazem et al., 2006, p. 80).

Social capital ties the relationship between members of a network as a valuable resource that has led to the creation of norms and mutual trust lead to meet goals (Memarzade and Tehran et al., 2009, p. 13). Social capital is one of the factors more important role of physical and human capital in communities and in the absence of social capital and along the road to development without cultural, economic and security is difficult or impossible (Naderi et al., 2009, p. 61). So social capital as an important component of intellectual capital and organizational capital as the main means focusing on human capital, including staff

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and customers along with other assets, such as financial capital, structural capital and has a different function (Zomorodian et al, 2010, p. 46). Strategic benefits of social capital not only for management but is also important for organizations (Kirkbesoglu, 2013, p439). Social capital is based mainly on cultural and social factors and identifies it as a form of capital, both at the macro management and the management of organizations and firms; you can create new insights and socio-economic systems to help system administrator's better guidance (Rabie et al., 2011, p. 193). Pirayesh et al (2012) study assesses the impact on organizational performance case study conducted in Zanjan police commander. The findings suggest that the cognitive dimension, trust and cooperation and collaboration and performance variables, the interaction at a level that the criteria to be considered statistically significant. On the other hand, among the structural variables flexible rules, networks and performance variables, interaction of social capital mainly on social and cultural factors, and identify it as a form of capital, what macro-level management and the management of organizations and firms, could provide new insights socio-economic systems and help system administrators better guidance (Rabie et al., 2011, p. 193). In another study, Hosseinpour et al (2011) investigated the relationship between the intellectual and social capital and organizational performance from managers and staff has done. The population of this research consisted of managers and all staff in the Saaderat Tosee Bank. The results showed that, respectively, communication, human (intellectual capital), communication, and cognition (social capital) had the greatest effect on performance (Hassanpour et al., 2011, p. 19). Different views about employee performance review shows that many factors may be involved. Some of these factors may include social capital and knowledge sharing in research Sarlak et al (2011) predict the behavior of knowledge sharing on social capital elements did. In this study, 27% of the social capital dimension could predict changes related to knowledge sharing behavior (Sarlak et al., 2011, p. 1). Wah et al (2007) argue that social capital networks driving and facilitating the sharing of knowledge in the organization. Knowledge owned by a member of the network can be as efficient and easy where there is social capital shared. Makino & Inkpen (2003) say social capital is two ways to share knowledge. First, social capital is a set of organizing regular principles as encryption mechanism knowledge available at the time common to a group of people, which in turn enhance their corporate identity, acts. Second, social capital efficiency action transceiver raise knowledge and the likelihood of opportunistic behavior and the need for costly monitoring processes and reduce transaction costs (Sarlak et al., 2011, p. 4). Li et al (2014) examined social capital, share information and performance

of their employees. The results showed that each of the dimensions of social capital have different effects on information-sharing and performance requirements. Dimensions of social capital (relational and cognitive) had a positive and meaningful impact on information sharing. Structural capital also had significant positive influence on information sharing. The results also indicated that the content and quality of information shared, effectiveness of employee performance and accountability to improve employee performance (Li et al, 2014, p1440).

To achieve organizational goals should people work with high performance in companies. One of the companies requires professionals with high performance of Shazand Petrochemical Company in Arak and the company's performance declined in the current situation of the economy. Since the company's performance related employee performance. Shazand Petrochemical Company in Arak is active in the petrochemical industry. Petrochemical industries that benefit from the technology is mature and advanced. Although these industries are intermediate industry groups but as a mother industry, many industries feed in areas, such materials for their production can also be a good alternative for many capital goods. Open non-dependent industries such as petrochemical industry can be huge and significant impacts on job creation, human resources useful for the country. Given the role of social capital in sharing information as well as its role in employee performance, this research is intended to impact on employee performance considering the role of moderator share information of Shazand Petrochemical Company in Arak applied and not answer the question whether social capital has a significant impact on employee performance with respect to the moderator role of sharing information in Shazand Petrochemical Company in Arak or not?

According to research in the field variables the model examined in this research Li et al (2014) in accordance with Figure 1 is taken.

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Knowledge management systems that optimize business knowledge to an organization so that staff performance and improve its competitiveness, identify, acquire, or creating and sharing among employees helps in the development of the organization, and the continuing evolution of knowledge to enhance quality. This definition must be specified knowledge management is essentially a systematic approach to managing intellectual capital and other information that provide a competitive advantage for organizations. Knowledge management is a business

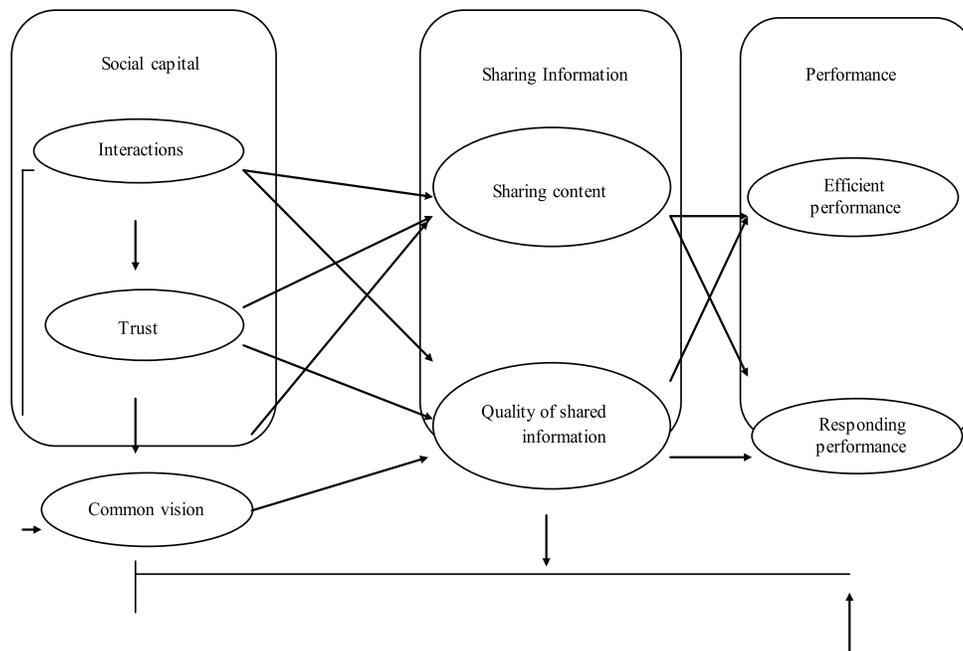


Figure 1: Conceptual model (Li et al, 2014, p1444)

optimization strategy is not limited to specific technology or source of information (Rahnevard and Sadr, 2009, p. 56). One cycle of knowledge management and knowledge sharing as a means to put your knowledge to others and naturally the pursuit of knowledge for others in times of need (Salehi and Danaeefard, 2015, p. 4). According to experts, one of the principal objectives in the use of knowledge management is improving knowledge sharing between individuals within an organization and between people and organization to create competitive advantage. Effective knowledge sharing between members of the organization, to reduce production costs and ensure the dissemination of best practices and enables organizations to solve their problems (see Salehi and Danaeefard, 2015, p. 4).

SOCIAL CAPITAL

Apparently, discussion of social capital, first, before 1916, by Hani van, from West Virginia University (in America) was introduced; but despite its importance in social research in 1961 and was used in planning by Jane Jacob, did not take seriously. If one uses, objectives and definitions of this concept is that in the social sciences, categories and history of this concept in the past Scientists' Opinions looking and we must make the tracking of the book "Capital" by Karl Marx start. In this book, "solidarity of compulsion and necessity" examined. This means that negative and critical circumstances, people toward collective energy and potential, resorting to support each other and encourage use of the potential group. Another approach is to recognize the ideas of Georg Simmel, where he was

the concept of "trade" or "trade-offs" speaks. The basis of this theory is because people expect to help and show favor compensated. Some interpret this concept in the face of sacrifice and altruism. The third approach is relatively widespread and deep impact left, issues that started with Emile Durkheim and Talcott Parsons after he was pursued. The people's concept of value; that commitment is the basis of values and social norms. Another influential intellectual current, from Max Weber should be named. Weber suggests topics, concepts that the concept of "trust" is directed. This means that people prepare for this in a social context and in social relations must accept to other people. It have confidence and of course the same way, others have self-confidence show (Haghshenas, 1384, p. 6). Trust and cooperation have been identified as key components of social capital, although only one of these two studies are known as social capital components (van Beuningen et al, 2013, p74). Strong network of relations based on trust and cooperation in the communities. From an organizational perspective, Ghoshal and Nahapiet social capital as the sum of actual and potential resources available and accessible, through the network of relationships that define an individual or a social unit. From their perspective, social capital is one of the important capabilities and assets which can be of much help in creating and sharing knowledge and for them compared to other organizations "sustainable organizational advantage" cause. The idea of social capital in organizations, as a priest and Prusak pose, is relatively new. However, according to Adler and Kwon childhood assuming the use of social capital in organizational life, research shows that social capital can support the intellectual capital (Moghimi et al, 2010, p. 125).

PERFORMANCE

The success and sustainability of an organization's performance and its goals depend on their effects are practical. Organizations are trying function each employee, team and management processes to ensure efficient and effective manner with the goal of continuously encountered. Effective utilization of performance management system to improve organizational performance is critical, so as to achieve a competitive position in the global market. With the rapid introduction of new technologies and changes in the manufacturing sector, manufacturers to measure and manage performance across their operations are effectively fighting. This need, the importance of a comprehensive performance management system has increased, as it enables manufacturers to all aspects of their operations to achieve competitive advantage in the market to improve (Kumar Sahoo et al, 2012, p296). There are different views on the concept of performance. Performance can only be considered as the results obtained. Bernadin et al suggest that «performance should be defined as the results, because they are the strongest link with strategic objectives, customer satisfaction and financial income. «The performance as behavior can e considered. Campbell believes that performance, behavior and must be results focused, because that can be affected systems distorted. The third group, defined based on performance results and is more comprehensive view of their behavior.

Brambrakh states that the conduct of the operation means and means the results. Are the result of individual behavior and performance of their mental state to become practical.

Behaviors are not the only means to obtain results, but that they are essentially acquired the product of mental and physical effort to get things done and can be assessed regardless of results (Nazem et al., 2006, p. 80).

According to theoretical and conceptual model assumptions are:

Social interaction has a significant impact on the confidence of employees of Shazand Petrochemical Company in Arak.

Trust has a significant impact on the common vision of the employees of Shazand Petrochemical Company in Arak.

Social interaction has a significant impact on shared vision employees of Shazand Petrochemical Company in Arak.

Social interaction has a significant impact on the content of the information shared by employees of Shazand Petrochemical Company in Arak.

Social interaction has a significant impact on shared data quality employees of Shazand Petrochemical Company in Arak.

Trust has a significant impact on the content of the information shared by employees of Shazand Petrochemical Company in Arak.

Trust has a significant impact on quality of information shared by employees of Shazand Petrochemical Company in Arak.

Common vision shared information has a significant impact on the content of the employees of Shazand Petrochemical Company in Arak.

Common vision shared information has a significant impact on the quality of the employees of Shazand Petrochemical Company in Arak.

Shared content has significant impact on the efficient performance of employees of Shazand Petrochemical Company in Arak.

Shared content has a significant impact on accountability for performance employees of Shazand Petrochemical Company in Arak.

The quality of information shared has a significant impact on the efficient performance employees of Shazand Petrochemical Company in Arak.

The quality of information shared has a significant impact on accountability for performance employees of Shazand Petrochemical Company in Arak.

Social capital has a significant impact on the performance with regard to the moderator role of share information of employees of Shazand Petrochemical Company in Arak.

RESEARCH METHOD

The goal of this research is applied and in terms of research, topics, descriptive - survey. This research tries due to employee performance (dependent variable), it causes the «sharing knowledge» (mediator) and social capital (independent variable) recognized. The research paradigm, this research includes quantitative survey research. To collect information on literature and history research library method was used. To study the culture of social capital, sharing knowledge and job performance of Shazand Petrochemical Company in Arak, a questionnaire was prepared. The questionnaire included is an introduction and two parts. The first part respondent profile and the second

part contain 28 questions. The five-point Likert scale was used to measure respondents (Li et al, 2013). The study sample consisted of the staff (professional and technical) of Shazand Petrochemical Company in Arak. It should be noted that the number of employees (professional and technical) of Shazand Petrochemical Company in Arak is 237 people that are the constituent members of this research. Cochran's formula for determining the sample size was used for certain communities. That is why the first 30 questionnaires were distributed among the statistical sample-to-sample variance calculated and the formula was entered. According to Cochran's sample size was 165 people and 165 questionnaires among professional staff and technical basis in Arak plant was broadcast. Also in this study are available sampling researches questionnaires are replicated in several studies and have a valid, are part of the standard questionnaire. Since the research questionnaire, which will measure the same thing assessed in terms of their narrative content, the faculty has also approved the questionnaire research. In order to assess the reliability of the software in this study using SPSS, Cronbach's alpha was calculated. To measure the reliability, first, in order to pre-test, 30 questionnaires in full were collected. During this stage of questions in order to understand more fully revised 165 questionnaires were collected. The reliability of each of these stages is along with the distribution of questions in Table 1.

Since Cronbach's alpha values obtained for the variables and their components is greater than 0.7, then the reliability of variables is high.

FINDINGS

The results showed that the variables of social interaction has the least amount of 1.67, the highest 4.67, 3.22 average, standard deviation is 0.675. Variable trust the least amount of 1.67, the highest 4.33, 3.22 average, standard deviation is 0.585. Variable shared vision with the lowest value of 1, the highest 4.67, 3.29 average, standard deviation is 0.592. Social capital variables with the lowest value of 1.56, the highest 4.44, 3.24 average, standard deviation is 0.407. Variable content-shared information with the least amount of 2, maximum 4.20, 3.21 average, standard deviation is 0.405. Quality variable shared information with the least amount of 2, most 4.8, 3.21 average, standard deviation is 0.387.

Variable share information with the least amount of 2.20, the highest 4.20, 3.21 average, standard deviation is 0.295. Variable efficient performance with the lowest amount of 1.50, the highest 4.75, 2.94 average, standard deviation is 0.746. Responding variable performance with the least

amount of 1.4, the highest 4.60, average 3.01, standard deviation is 0.605. Performance variable with the least amount of 1.45, the highest 4.18, 2.97 average, standard deviation is 0.468. Structural Equation Modeling a specific causal structure of the set of structures is invisible. A structural equation model consists of two components: A structural model that determines the causal structure between latent variables and a measurement model that relations between latent variables and defines the observed variables. In this study, the overall test model and then examine the research hypothesis.

In this model, all relationships are depicted structure (Figure 2).

Once the parameters for a specific model and compiled the data obtained should be determined to what extent the model. That is, to what extent theoretical model is supported by the sample data. Some tests to assess to what extent the fact that the relations observed between the variables used to define measurement. Table 2 represents the various indicators and significant regression model.

The values obtained for the above indices with respect to the proposed area for comparison, Represents a good fit for the model according to the model parameters can be an appropriate assessment of the causal model research. Now we can examine research hypotheses based on relationships

Table 1: Cronbach's alpha

No	Variable	Components	Cronbach's alpha
1	Social capital		0.922
2	Social capital	Social interactions	0.941
3	Social capital	Trust	0.899
4	Social capital	Common vision	0.90
5	Share Information		0.786
6	Share Information	Shared content	0.821
7	Share Information	Quality of shared information	0.836
8	Performance		0.749
9	Performance	Efficient performance	0.952
10	Performance	Responding performance	0.863

Table 2: Significant indicators and fit model

Indicators	Amount
The total mean square error (RMSEA)	0.092
DOF/Chi-square ()	2.37
To assess the relative value of variance and covariance (GFI)	0.90
Compare the model to model without their relationships (NFI)	0.89
Compare the model to model without their relationships (CFI)	0.96
Instead sum of squares in the model mean square (AGFI)	0.87
The remaining variance and covariance (RMR)	0.069

between variables in the simulation model of payment. Commonly used methods for testing hypotheses raised in this way that the first statistical assumptions and then based on the results of the software Amos, to confirm or refute the hypothesis is presented (Table 3).

DISCUSSION AND CONCLUSION

In this study, the “impact of social capital on performance regarding the mediating role of share information of

employee of Shazand Petrochemical Company in Arak “ discussed. For this purpose, introduces the research were presented. It also focused on developing the theoretical basis and variables, this study theoretically strengthened. In addition, by specifying the community and sample the selection of an appropriate method to collect data (library and questionnaire) and analysis of study data (structural equation modeling approach and methodology PLS) was discussed. The data collected from 165 employees and technical specialists of Shazand Petrochemical Company

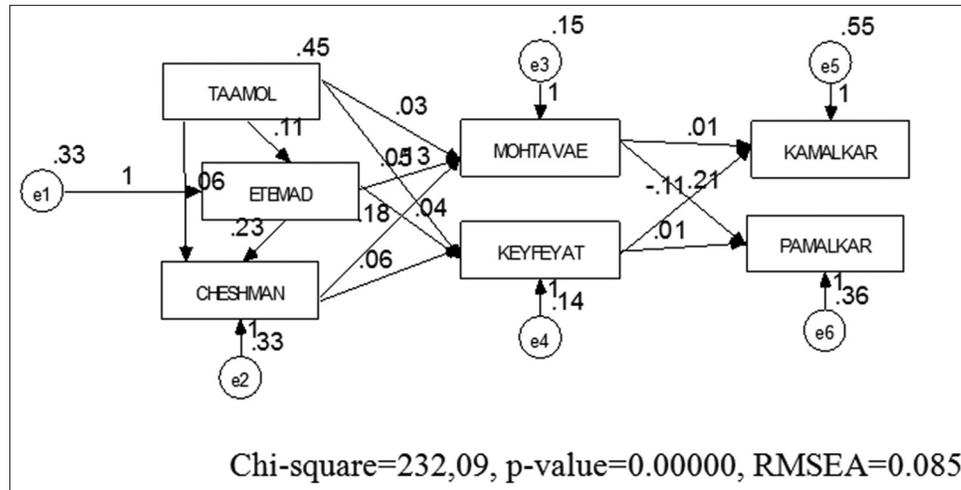


Figure 2: Standard model case study

Table 3: The results of research hypotheses

Hypothesis	Path coefficient	T statistics	p-value	Test result
Social interaction has a significant impact on the confidence of employees of Shazand Petrochemical Company in Arak.	0.11	1.647	0.000	Confirmed
Trust has a significant impact on the common vision of the employees of Shazand Petrochemical Company in Arak.	0.23	2.948	0.003	Confirmed
Social interaction has a significant impact on shared vision employees of Shazand Petrochemical Company in Arak.	0.06	0.905	0.366	Rejected
Social interaction has a significant impact on the content of the information shared by employees of Shazand Petrochemical Company in Arak.	0.03	0.701	0.483	Rejected
Social interaction has a significant impact on shared data quality employees of Shazand Petrochemical Company in Arak.	0.22	2.966	0.003	Confirmed
Trust has a significant impact on the content of the information shared by employees of Shazand Petrochemical Company in Arak.	0.073	0.944	0.345	Rejected
Trust has a significant impact on quality of information shared by employees of Shazand Petrochemical Company in Arak.	0.05	0.681	0.496	Rejected
Common vision shared information has a significant impact on the content of the employees of Shazand Petrochemical Company in Arak.	0.18	3.409	0.000	Confirmed
Common vision shared information has a significant impact on the quality of the employees of Shazand Petrochemical Company in Arak.	0.06	1.282	0.200	Rejected
Shared content has significant impact on the efficient performance of employees of Shazand Petrochemical Company in Arak.	0.01	0.731-	0.465	Rejected
Shared content has a significant impact on accountability for performance employees of Shazand Petrochemical Company in Arak.	0.11-	1.847	0.065	Rejected
The quality of information shared has a significant impact on the efficient performance employees of Shazand Petrochemical Company in Arak.	0.21	0.041	0.967	Confirmed
The quality of information shared has a significant impact on accountability for performance employees of Shazand Petrochemical Company in Arak.	0.01	0.083	0.934	Rejected
Social capital has a significant impact on the performance with regard to the moderator role of share information of employees of Shazand Petrochemical Company in Arak	0.003	0.41	0.967	Rejected

in Arak using SPSS and Amos software, in both descriptive and inferential statistics were analyzed. The results showed the path coefficients of the variables of social capital and employee performance share information with regards to the role of moderator is 0.003 that this is not a direct relationship between the variables. Social capital had no significant effect on performance with respect to the role of moderator of sharing information of employee of Shazand Petrochemical Company in Arak. The result from this hypothesis by investigating Li et al (2014) does not match. Li et al (2014) in their study concluded that social capital has significant impact on performance regarding the moderator role of sharing information of employee of Shazand Petrochemical Company in Arak. Due to the impact of social interaction on trust staff recommended most of the employees to communicate with each other through meetings, more work teams will be formed to work with staff in their understanding of each other found have more trust in each other and due to the impact of trust on shared vision proposed staff. The impact of social interaction on the quality of information shared can be said staff most managers manage relationships with subordinates upstream on the agenda. Thus improving the quality of information shared and effectiveness of shared common vision on content staff can also apply for staff involved in the development of corporate vision and the content of information to be shared widely accepted due to the quality of information shared influence the effectiveness of employee performance offered. Notification via a single corporate identity placed on the agenda employees with accurate and timely information to show better performance. In this regard for future research will be to examine the impact of organizational shared vision on labor productivity, factors affecting the development of social capital and factors in social interaction with each other paid staff. The variable and its results are limited to a period and the use of questionnaire cause staff is not possible for researchers to get feedback.

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