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# EXAMINED THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND INNOVATION (SOCIAL SECURITY PERSONNEL CITY)

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## ABSTRACT

Today, all organizations are to survive, we need fresh ideas and views are exquisite. Thoughts and new ideas, such as the mental body is blown and save it from destruction and perdition. Due to the quality of human life and mind your own thoughts and mind, in turn, relies on creativity and innovation. If you are not creative and innovative people in the life cycle of repetitive and monotonous process was captured neither change nor did the recovery. This study examined the relationship between organizational culture and employee social security Rasht is innovation. The research is correlational survey. The population in this study is City employee's social security the sample population included in this study due to the number of 80 persons who were selected randomly.

Method of data collection in this study is a questionnaire questionnaire, Cronbach's alpha was 83/0.

To analyze the data, Pearson correlation and multiple regression and t-test were used.

According to the results of all research hypotheses were confirmed.

**Keywords: Innovation, Organizational Culture, Social Security**

## INTRODUCTION

Today, organizations are forced to deal with potential threats to the environment and the opportunity to know your inner capacities and capabilities, strengths, weaknesses, repair and strengthen them. The problems are so complex and intertwined in an organization that is not easy to identify the problem and the complexity of human nature and behavior of staff and the complexity of the double. Attributes such organizations should not be waiting for a wave, But must be transformed in order to recover the source signal and try to meet the needs of today's modern civilization. The success of today's organizations is relatively high, based on innovation and creativity, discovery and invention knows (Bass, 2008).

An important factor in the survival of the organization, staffing, quality and able.In other words, the importance of the workforce in today's organizations and financing of new technology even further. The main difference in the intelligence organizations need to consider the role of human resource efficient, competent and knowledgeable in the study of organizational objectives, it is undeniable.

If using the traditional management practices, resulting in the loss of the sense of innovation of staff, increased workload and restrictions for its employees. Granting freedom to work also led to chaos and disorganization of the field. In fact, this leads to the loss of material and spiritual resources of the organization and effectiveness is not getting (Bolanowski, 2008).

Thus reducing the role of the employee's inability to perform job duties,including concerns for improving their performance. Personal characteristics such as self-confidence, creativity and innovation, positive thinking, etc., in order to overcome these problems are important. Achieving these goals requires the application of appropriate and relevant to it. Development of guidelines for creating one of the most important features in this new work environment is dynamic and motivational factors. The main source of competitive advantage, the mere application of technology, but also creativity, innovation, positive thinking, quality, commitment and ability to shape its staff (Cho,2009).

For the development of operational staff should be noted that the development impact of the factors that influenced the development of the organizational culture. Organizational culture and set of values, beliefs and behavior patterns form the core identity and role in shaping employee behavior can be.

For this to be realized in the organizational development of human resources to organizational culture, supporting the development of a culture that promotes teamwork support, expression, creativity, responsibility is.

Due to the quality of their lives and thoughts of their minds and the minds Moreover turn on creativity and innovation. If employees are creative and innovative in their business cycles with repetitive and monotonous process and progress and improvement in the result is innovation (Mirsepasi,2005).

Most of the literature on the competitive advantage necessary to refer the ability of firms to innovate. "Innovation is like riding a bike; you should always go up or down will happen." The first step to innovation, openness to the ideas and new concepts."The Open" from the perspective identified: a) the terms of the information or the futurism The information and data that an organization makes in his work. B) the perspective of the executive or the consideration of past experience in current operations.

In many cases it can be of any organization or entity with a specific culture, one that is run. The way in which the social culture of the people to solve their problems and challenges and problems encountered. Culture helps people understand the world around them.

Culture by providing aqueous solutions to problems, and helping to create a model of integration and understanding people, for the people living in the community facilitates the (Mohammadi                    Saeed,2003). At the same time, culture can also close the eyes of the person in front of new ideas.Publication of a set of behaviors. If you want to survive becomes a way of life, have certain values and beliefs among its followers through its promotion. On the other hand, change and development is essential to any comprehensive. Rituals and ways of life cannot always conditions and criteria that may be in conflict with the beliefs accepted to ignore. . With increasing cases of conflicting evidence, the doubt and belief change occurs. Continuing conflict and ultimately surprising new or different way of life leads to better match the surrounding environment is more plausible. Businesses and enterprise architecture rooted in history, largely reflect

the specific technologies that are based upon the orientation of organizational culture (Farmer,2003).

Due to the complex characteristics that define organizational culture is difficult because of the way the culture, intangible and not visible. Despite these difficulties, it seems that most authors agree that corporate culture culture point, central organizational performance. The most basic aspects of organizational culture change in the organization (Sternberg,2001).

If the organization is to be considered as a person, no doubt thinking it will play the role of managers and if the innovation is not initiated by the administration, No activity in the field of innovation in an organization will achieve, because the directors who have the right to decide, The overall orientation define and allocate resources to the various activities.

The successful management of innovation, a proper combination of art and a skill and expertise of the members of the group considered.

Essential first step in creating an organizational culture that fosters creativity and innovation in the process. This framework starts with true leadership at the individual level. The best leaders are those who talk the most elaborate their actions Say. In the area of innovation, the existence of opposition leaders, school failures advice, ways to bypass bureaucracy and minor victories to take a good omen (Schein, 1990).

However, this kind of work is a challenge, because they usually hide their opponents, failures are covered with small victories as senior managers do. One of the biggest obstacles to promoting creativity and innovation, the person is stubborn and inflexible. By opening up new possibilities to the creative mind will happen.

Unfortunately, in most institutions, while employees are willing to abide by the status quo.

Hence, many researchers believe that achieve high levels of creativity and innovation, and support staff in leadership behaviors arise (Pentland, 1995).

Mabyl and colleagues, in their investigations have emphasized the management and supervision of staff is to encourage creativity.

Ramos, was found in his research, managers are encouraging innovation behavior of individuals and groups to discuss and provide solutions to the problems and encouraging. Organizations that provide appropriate culture for innovation that will benefit from competitive advantages.

Free and MA (1388) in a study to evaluate the impact of organizational culture on understanding the specialized state trading companies to support innovation in Iran. The results show that between two variables, perceived support of innovation, integrity, and fairness, there organizational reward system. The perception among staff to support innovation and workload indirect relationship exists and is likely to cause the disappearance of the innovation in work volume.

Honest and kind-born (1389) in a study to discuss organizational culture such ambiguity accountability, flexibility and freedom to challenge and influence have creativity. The results indicate that the relationship between organizational culture and level of creativity. Mabyl (1996) model of creativity and innovation enclosing between the organization and the organization's internal motivation, creativity and innovation will connect. He refers to the organizational environment can have a significant impact on the Level of intrinsic motivation is a key role in guiding people's creativity. Three components of the organization that are necessary for innovation, including organizational culture, resources and management practices are. In this model the impact of organizational culture on the intrinsic motivation of the organizational creativity and innovation are the driving.

According to the researchers sought to examine the relationship between organizational culture and innovation in the organization.

**METHODOLOGY**

Intense competition in today's business environment through innovation, manage and support your position. Organizations are forced to deal with the threats and opportunities that may identify their internal capacities, strengths, their weaknesses and enhance their healing. Problems in organizations are so complex and intertwined that is not easy to diagnose the problem and the complexity of human nature and behavior of employees in organizations, this complexity is doubled. Therefore, organizations should expect a wave, but the wave source and try to change them and to improve its response to the evolving needs of today's civilization tend to be.

The research hypothesis is as follows: 1. There is a relationship between the dimensions of organizational culture and innovation management. 2. Changing the organizational culture of innovation variables can predict. 3. There is a significant difference between male and female staff

innovation. This is a correlation study and survey.

The population in this study is City employee's social security the sample population included in this study due to the number of 80 persons who were selected randomly.

Method of data collection in this study is a questionnaire questionnaire, Cronbach's alpha was 0/83. To analyze the data, Pearson correlation and multiple regression and t-test were used.

**ANALYSIS**

- International Dimensions of Organizational Culture and Innovation staff there.

The mean and standard deviation of Organizational Culture and Innovation

| Standard deviation | Average | Count | Variable |
|---|---|---|---|
| 13/97 | 77/32 | 80 | Innovation |
| 4/13 | 15/41 | 80 | Distance from the |
| 3/90 | 15/75 | 80 | Avoid ambiguity |
| 3/43 | 12/43 | 80 | Individualism |
| 5/62 | 25/33 | 80 | Masculinity |

Correlation between innovation and organizational culture dimensions

| Masculinity | Individualism | Avoid ambiguity | Distance from the | Innovation | Variable |
|---|---|---|---|---|---|
| | | | | 1 | Innovation |
| | | | 1 | 0/21* | Distance from the |
| | | 1 | 0/49** | 0/25* | Avoid ambiguity |
| | 1 | 0/01 | -0/08 | -0/05 | Individualism |
| 1 | 0/05 | -0/16 | 0/12 | 0/20* | Masculinity |

- Changing the organizational culture of innovation variables can predict.

**Multiple Regressions**

| Significant level. | Df2 | Df1 | F | RSquare | R |
|---|---|---|---|---|---|
| 0/000 | 75 | 4 | 2/86 | 0/36 | 0/60 |

According to the above table is an 86/2 time the calculated value is significant at the 0.000 level. Therefore, we conclude that at least one of the variables of organizational culture can not foresee changing innovation. The r-squared values calculated are equal to 36/0. In other words, a 36% change in the corporate culture of innovation by defining the variable.

- There were no significant differences between male and female employees innovation.

| Significant level. | Degrees of freedom | Value of t | Average | Count | Sex |
|---|---|---|---|---|---|
| 0/000 | 78 | 3/25 | 141/97 | 40 | Man |
|  |  |  | 132/07 | 40 | Woman |

According to the above table it can be said that the average innovation male employees (141/97) out innovation female employees (132/07) is higher. The calculated t-value is equal to 3.25 at a significance level of. /... is significant.

In other words, employees are more innovative than their female employees to innovate.

**DISCUSSION AND CONCLUSION**

According to the results of the analysis of the first hypothesis that the relationship between organizational culture and innovation of staff examined the results of the analysis of the data showed a correlation coefficient The International Dimensions of Organizational Culture and Innovation Management at the surface 0/000 there.

Organizational culture as a set of shared beliefs and values influence the behavior and beliefs of the organization and it can be the starting point for the movement and dynamism and considered an obstacle to progress and innovation.The organizational culture of the main areas of change in the organization.

Looking deeper organizational definition clarifies the fact that organizational culture is a system of shared meanings or all of the key components that make up the organization.The organizational culture, ways of doing things in the organization for employees on the ground.

The results of the analysis of the second hypothesis that the variables of the organizational culture of innovation variables can predict We can say that the results of the analysis of the data in a meaningful level 0/000 using multiple regression analysis showed that the dimensions of organizational culture, change management aspects of the refusal of ambiguity and patriarchy can predict.

According to the results of the analysis of the third hypothesis that there is a significant difference between male and female employees innovation can be said that the results of the third hypothesis at a significance level of 0/000 Using multiple regression analysis showed that innovation male employees than female employees.

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