

## Investigating the position of knowledge, political values and religious values in the value system according to employees of Shahrekord University of medical sciences

Dr. Zohreh Aghababaei Dehaghani <sup>1</sup>, Hasan Saadatfar <sup>2, \*</sup>, AliEhsan Nikjoo <sup>3</sup>

<sup>1</sup>Assistant professor of Department Management, Dehaghan Branch, Islamic Azad University, Isfahan, Iran

<sup>2</sup>Shahrekord University of Medical Sciences, Shahrekord, Iran

<sup>3</sup>MA Graduate in Department of Management, Dehaghan Branch, Islamic Azad University, Isfahan, Iran

---

**Abstract:** The main purpose of this study was investigating the position of "knowledge", "political values" and "religious values" in the value system according to employees of Shahrekord University of Medical Sciences. This study was a descriptive- survey research. Questionnaire was used to collect data. Population was all employees of Shahrekord University of medical sciences. Sample size was calculated by Cochran formula. Stratified random sampling method was used. SPSS software was used to analyze data. Results showed that knowledge is an important aspect of value system according to employees of Shahrekord University of medical sciences. Also, religious value is an important aspect of value system according to employees of Shahrekord University of medical sciences. Also, Political value is not an important aspect of value system according to employees of Shahrekord University of medical sciences.

**Key words:** Value; Knowledge; Political values; Religious values

---

### 1. Introduction

The "value" is a word with richest, most complex and most difficult means (Allport et al., 1960). In Philosophical Dictionary "Laland", there are four different means for "value" that reflect four characters. First meaning reflects what people want or like. Second meaning includes something that individuals more or less respect and like it (Allport, 1937). Third concept means when an individual (group) is satisfied to reach his goals. Fourth concept is value based on economic aspect. These definitions consist of quality of object. Respected and confirmed qualities by human due to their benefits for human (Allport, 1942).

Feder considered values as a structure to guarantee conscience and consisted of good and bad or positive and negative objects, and it is consistent with cognitive theory of motivation. Individual goals lead them toward positives and distance from negatives. He believed that our imagination of values is a group of goals (Allport, 1978). Rock, H.M. believed that values are more than pressure lever to lead to a specific behavior. He believed that a system of thoughts and imagination is behind of goals (Allport, 1938). Kleh land theory studies public individual's mood in all competitive situation to achieve success (Anastasi, 1986). Abdolal, S.M (1976) stated that values are a set of central tendency in social situations that determines individual goals in life which appear in his behavior (Anastasi, 1986).

Cohen, B. (1994) a theoretician in Sociology, considered values as rooted emotions, shared between members of society and determine behavior of members of society. These emotions lead individual. Thus, according to Cohen values are shared emotions between individuals (Cleek and Leonard, 1998).

#### 1.1. Personal values

Personal values are objects or beliefs that are personally in attention and are not valuable in society. However, it is possible that a personal value is converted to social value (Cohen, 1990).

#### 1.2. Social values

Social values are ideas, norms and material objects that are collected around of and according to mutual social interaction, and are based on positive experiences. Values are different according to their roots and origin. If in definition of values we say that values are rooted beliefs which people refer to them when are faced with a question of good and evil. These beliefs sometimes have roots in reputation, and we know them as social values. Social values are stagnant waters that without sun are putrescible. They lose their position with any change in taste of people, because social values have roots in their drawer taste. They have been created by people and are dependent to their desires, thus are in danger of being trampled by stronger groups (Terrence and Kennedy, 1982).

---

\* Corresponding Author.

Theoreticians such as Ph.D. Sanei, P. have called values and interests of people as social values. He believed that any issue, state or situation is considered a social value (Gray, 1985). He has classified them as follows to improve understanding of nature and importance of social values.

1- Power 2-Knowledge 3- wealth 4-Respect 5-Health 6-Skills 7- Kindness 8. Virtue

In different society, people seek some or all values in different ratios. It cannot be expected that a healthy and normal person only seeks one value. It is impossible. If he only tries to achieve one value e.g. power, undoubtedly he cannot achieve power. However, the rate of social values in society depends on economic conditions on one hand, and level of people awareness of social rights on the other hand. Generally, in developed countries, class contradiction is low, and people with more self-awareness would play more effective role in government. Thus, more people have more social values in broader level (Drucker, 1964).

### 1.3. Religious values

Moral values are created by communication between voluntary actions and human soul perfection. In other words, all human beings more or less have potential to reach a series of actual perfection. These actual moral values are discovered by intellect and when intellect is unable, revelation expresses them. Sometimes values are rooted beliefs in soul realities that are not based on individual tastes. We name them religious values (Drucker, 1974). They are different from social values. They can also be social and popular, for example Islamic veil after Islamic Revolution in Iran. The religious nature of values is not incompatible with social nature (Farrel et al., 2002).

### 1.4. Cultural values

Cultural values are the core of social life. Culture provides especial pattern for all kind of behaviors in different situations and forms social system and human relations in society. Cultural patterns and other aspects of social life are based on social members' imagines about good, bad, correct and incorrect. In other words, shape of behaviors and social communications are influenced by ruling values and norms on society (Glueck, 1977).

Cultural values of society shows historical experiences of people and create an especial worldview that will be reflected in both social and mental system. Character of a population is affected by cultural factors, thus people think and judge with same values and criteria, and generally there is a high consistency between their ideas and emotions in social and cultural issues. Thus, culture of different societies does not fundamentally change over time. It is clear that changes in social system impact culture and values of society (Hersey and Ken, 1985).

### 1.5. Science and knowledge

People seek theoretical aspects of science, not practical aspect. Their main goal is knowledge achievement and increasing scientific findings. They are thirsty for knowledge and just want to read and read (Leavitt et al., 1973).

Knowledge is very important in Iran. The ancient Persians believed in the importance of knowledge. This importance appears in Shahnameh. Human can reach his goals and dreams by knowledge.

### 1.6. Political values (power and domination)

In this system, power and policy are considered valuable. People believe that power and harnessing of states and nations is the most important goal in life. The most important goal of such people is learning modern political methods and technics to reach a political position (Kreitner and Kinicki, 1992).

### 1.7. Value and willingness

Some researchers and theorists believe that the concept of value is interesting issue and is corresponded to concept of willingness. Pery has not considered actual or realist theories that deal with values, and introduced General hypothesis. A hypothesis based on interaction of values. Despite of inconsistency between willingness and value, he found willingness as a rout to reach it (Maslow, 1987). Value is a result of willingness to an especial thing. Pery built following formula

Value of object= willingness to that object

Fronzizi believed that values are consistency with things that we do it willingly. Some researchers believe value corresponding to desire and willingness. They are influenced by Allport and Vernon view point about value and willingness. They believed that values are only especial tendency to things, positions, or persons (Fishbein and Ajzen, 1975). According to their view point, value is issue that people try to reach it.

### 1.8. Values and needs

Need is a sense of losing an internal or external thing, and is caused by willingness in relation with issue, goal or motivator. Response to motivator reduces motivation. These needs and motivators have stepped shape according to Kerch and kerashfield. Some scientists, such as Maslow believed that the concept of value is equal to the concept of need. Also, some scientists believed that value has biological basis and it is based on essential needs. These values later will alter to social needs simultaneously with growing of person (Mitchell and Terrence, 2001).

### 1.9. Culture, organizational culture and values

Culture causes differentiation and development of human society. In every society culture system and its specific values has unbroken relationship with social and psychological systems. Culture has been defined differently. Kroeber and Kluckhohn have found 160 definition of culture in English language provided by anthropologists, sociologists, psychologists, psychiatrists. The most famous definition is Taylor definition, a famous anthropologist. According to Taylor, culture is a complex set of knowledge, beliefs, art, morals, law, custom, and any other talent or habit that human gain it as a member of society (Mitchell, 2001).

Shine offers a precise and specific definition for culture. In his opinion, culture of organization is a pattern of fundamental assumptions which is invented, discovered or created by a group to deal with external adaptation' problems and internal integration.

Peters and Waterman know culture of organization as a fluent and coherent set of shared values which have been transferred by symbols such as stories, myths, legends, slogans, adage and anecdotes. Despite differences in the definition of organizational culture, all definitions refer to a set of values that are kept by individual within the organization. These values define good and acceptable behaviors and bad and unacceptable behaviors (See and Birdzell, 1975).

Generally, organizational culture is a common pattern between employees and has three basic components as follows

- Acceptable norms and values
- Assumptions and perceptions of individual and group about goals and policies of organization.
- How to adapt organization with environmental conditions.

### 1.10. Cultural norms and values

Cultural norms are constant standards of behavior that groups expect them from individuals, in terms of thought or behavior, or confirm them. These expectations and behaviors change from one culture to another. Cultural norms come in various forms such as

- Values: deep and rooted emotions that are in common between people and determine actions and behaviors in society (See and Wirthlin, 1975).
- Customs: Normal modes of behavior in society.
- Moral traditions: traditions those are included of significant features of right and wrong behavior.

### 1.11. Value system

Value system is a set of related values which regulates person's behaviors and actions. In other words, the values system is the hierarchical set of values that persons are committed to them and governs on individual behavior unconsciously. Kazem, M.E. stated that value system is a set of

values of individual or society which is sorted based on priority (Stuat, 1963).

## 2. Literature review

Psychologists have provided different theories of value. One of the major schools of psychology in dealing with value is humanism school.

Yandis, T. is a psychologist and has provided a definition of value. He distinguished value from desirability and believed that desirability is a possible situation in world and values are principles that lead our life. Our value oriented thoughts are an understanding of desirability. Values lead humans toward some aspects of environment and their goals. Also, values provide measure to assess their behavior and others too.

Rokeach, Milton knows value as a fundamental attitude toward some extensive forms of behavior such as courage, honor and friendship or redemption, freedom and self-actualization. These values are attitude toward goals and not tools, for example attitude toward money to reach welfare not for money.

Murray considered values alongside of emotional power as a character motivating factor. He believed that emotional forces justify human behavior and values justify reasons. He knew values in health, strength of will and determination, mutual talking, the artistic values mixed with emotional forces such as build and create, keep, to gain and etc.

Kluckhohn F. in an investigation entitled "The impact of culture on expression of value approaches" identified value approaches in some different groups and concluded that culture has its own value approaches system that tries to fixate it in its individuals by means of social activity structure. He introduced five value approaches as follows

- Natural or innate approach of human
- Approach in his relationship with nature
- Individual approach over time.
- Individual activity approach
- Approach of relationship between individuals

He also stated that these approaches are different from a culture to another.

## 3. Methodology

This study was a descriptive- survey research. Questionnaire was used to collect data. Population was all employees of Shahrekord University of medical sciences. Sample size was calculated by Cochran formula. Stratified random sampling method was used. SPSS software was used to analyze data.

## 4. Results and discussion

### 4.1. Descriptive statistics

In this section, indexes of investigation were analyzed. Frequency, percentage and cumulative

percentage for individual variables, and mean and standard deviation for questions and indicators of research were calculated.

Fig. 1 shows frequency distribution of respondents in sample, according to gender. It can be seen that %51 of respondents were male and %49 of respondents were female.

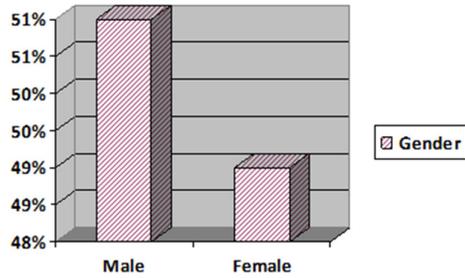


Fig. 1: Frequency distribution of respondents in sample, according to gender

Fig. 2 shows frequency distribution of respondents in sample, according to marital status. It

can be seen that %16 of respondents were single and %84 of respondents were married.



Fig. 2: Frequency distribution of respondents in sample, according to marital status

Fig. 3 shows frequency distribution of respondents in sample, according to education. It can be seen that %52.5 of respondents had bachelor degree and %6.2 of respondents had master degree, %4.7 of respondents had general doctorate and %4.2 had MD.

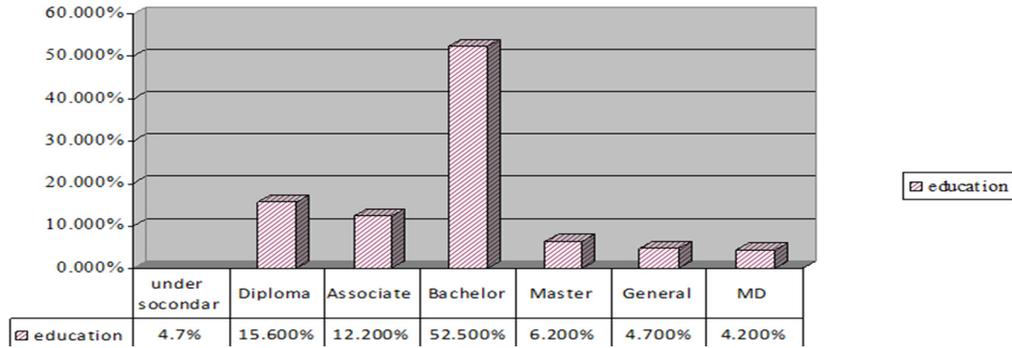


Fig. 3: Frequency distribution of respondents in sample, according to education

4.2. Inferential statistics

In this section T-test, one-way ANOVA and Friedman test were used to analyze data. Likert spectrum (1-5) was used to respond. Thus, the average of responses was 3.

First hypothesis: Knowledge is an important aspect of value system according to employees of Shahrekord University of medical sciences. In other words, the average value is greater than 3.

$H_0: \mu \leq 3$   
 $H_1: \mu > 3$

5. Research hypotheses

Table 1: Different of means analysis- t-test

Knowledge Value	t-statistic	df	Significant level
	34.36	384	0.000

According to table-1 and normality of data and p-value,  $H_0$  was rejected. Thus it can be said that Knowledge is an important aspect of value system.

employees of Shahrekord University of medical sciences. In other words, the average value is greater than 3.

Second hypothesis: Religious value is an important aspect of value system according to

$H_0: \mu \leq 3$   
 $H_1: \mu > 3$

Table 2: Different of means analysis- t-test

Religious value	t-statistic	df	Significant level
	22.35	384	0.000

According to table-2 and normality of data and p-value,  $H_0$  was rejected. Thus it can be said that

Religious value is an important aspect of value system.

Third hypothesis: Political value is an important aspect of value system according to employees of Shahrekord University of medical sciences. In other words, the average value is greater than 3.

$$H_0: \mu \leq 3$$

$$H_1: \mu > 3$$

**Table 3:** Different of means analysis- t-test

Political value	t-statistic	df	Significant level
	-0.41	385	0.000

According to table-3 and normality of data and p-value,  $H_0$  was confirmed. Thus it can be said that Political value is not an important aspect of value system.

## 6. Conclusion

According to results of this investigation it can be said that

1- Knowledge is an important aspect of value system according to employees of Shahrekord University of medical sciences.

2- Religious value is an important aspect of value system according to employees of Shahrekord University of medical sciences.

3- Political value is not an important aspect of value system according to employees of Shahrekord University of medical sciences.

## References

- Allport, G, (1935). Attitudes. In C. Murchinson (Ed) A handbook of social psychology. Worcester. Mass: Clark University press.
- Allport, G, (1937). Personality: A psychological interpretation. New York: Holt.
- Allport, G, (1942). The use of personal documents in psychological science. New York: Social science Reserch council.
- Allport, G, (1978). Basic considerations for a psychology of personality, Yale University pres, U.S.A, Michigan.
- Allport, G., Vernon, p and Lindzey, G, (1960). A study of values. Boston: Houghton Mifflin.
- Anastasi, A, (1986). Evolving concepts of test validation. Annual review of psychology.
- Carlisle, Howard M., 1976, Management, concepts and Situations, Chicago: Science Reserch Associates.
- Cleek, M.A. and Leonard, S.L, (1998). "Can Corporate Codes of Ethics Influence Behavior?", Journal of Business Ethics, Vol. 17.
- Cohen, Bruce, (1990). Introduction to sociology. New York: McGraw - Hill, c.
- Deal, Terrence E. and Allan A. Kennedy, (1982). Corporate cultures: The Rites and Rituals of Corporate Life. Reading, Mass: Addison-Wesley.
- Dessler, Gray, (1985). Management Fundamentals, Virginia: Prentice-Hall.
- Drucker, Peter F, (1964). The Effective Executive, New York: Harper and Row.
- Drucker, Peter F, (1974). Management, New York: Harper and Row.
- Farrel, B.J., Cobbin, D.M. and Farrell, H.M, (2002). "Codes of ethics, their evolution, development and other controversies", Journal of Management Development, Vol. 21, No. 2.
- Glueck, William F, (1977). Management. Illinois: The Dryden Presse.
- H. J. Leavitt, W. R. Dill and H. B. Eyring, (1973). The organizational world. New York: Harcourt, Brace.
- Hersey, Paul and Ken Blanchard, (1985). Management of Organizational Bahavior, Utilizing Human Resources, 4th ed., India: Prentice-Hall.
- Kreitner, Robert and Angelo Kinicki, (1992). Organizational Behavior, 2nd edition, H., Homewood: IRWIN Inc.
- M. Fishbein and I. Ajzen, (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, Mass: Addison - Wesley.
- Maslow, A. H, (1987). Motivation and personality. New York: Harper and row.
- Mitchell, Terrence R, (2001). People in organizations: Understanding their behavior.
- Robbins, Stephen P, (1991). Management, 3rd edition, New Jersey: Englewood Cliffs, Prentice-Hall Inc.
- See L. E and Birdzell, Jr, (1975). The moral basis of the business system, Journal of contermporary Business, summer, 75-87.
- See R. B. Wirthlin, (1975). Public Perceptions of the American business system: Jornal of contemporary Business, Summer, 1-14.
- Stuat, Arthur, W. and Stuart, K. Caroline, (1963). Complex Human Behavior, New York: Halt Rinchart and Winston.