International Review of Management and Marketing

ISSN: 2146-4405

available at http: www.econjournals.com

International Review of Management and Marketing, 2017, 7(4), 201-207.

Study the Effect of Ethical Principles on Job Commitment and Employees' Satisfaction

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ABSTRACT

This study is conducted with the aim of investigating the effect of ethical principles on job commitment and employees' satisfaction among employees of industry and trade organization of Fars province in 2016. The research method is inferential, descriptive, survey and cross-sectional. To measure the research variables, the questionnaire in the form of 5-item Likert is used. To analyze the data, descriptive statistics (investigating the status of frequency on the basis of gender, age, education in the statistical sample, how the distribution of research) and inferential analysis of findings (Kolmogorov-Smirnov tests of index of normality of distribution, KMO as an indicator of the adequacy of the sampling, and the results of Pearson correlation) is used. Hypotheses testing showed that there is a relationship between the dimension of ethic and satisfaction and between the dimension of ethic and commitment.

Keywords: Ethical Principles, Job Commitment, Employees' Satisfaction
JEL Classification: J28

1. INTRODUCTION

Todays, emphasis on ethical issues is increasing and including effective ways in applying moral issues is the implementation of the morals in society, considering ethical issues in decision-making or ethic in the science of management. With the expansion of research in the field of ethic in the management science in recent years, a favorable foresight can be imagined for ethic in the field of management science and decision-making. Ethic is the value and norm rules of a society that is reflected in behavior of its individual. How we can apply moral principles on particular cases, is the applied ethic that includes economic ethic, medical ethic, environment ethic, scientific ethic, ethic in organization and management and ethic in management science (research in operations).

A pervasive question regarding business ethic is whether the businesses have a commitment and obligation as an ethical factor in society?. In addition, recent research indicates that when corruption is inhibited in an emerging economy, national costs will be away from required social investment, including health, education, and social protection. Ethical issues, in fact, are considered one of the major challenges of organizations. Increasingly more complexity of organizations and increasing the immoral, illegal and irresponsible works in workplace has focused the attention of managers and pundits to ethical issues in organizations. Philosophers divide the ethic science into two parts: The theoretical ethic whose task is to study the characteristics and ethical actions and answer to questions and argument about the good or bad practices and practical ethic that is a practical effort to reach a favorable ethical position and acquire ethical virtues. Allameh Mohammad Hossein Tabatabai (RA) in the definition of ethic science says: Ethic science is a technic that discusses about the human habits and its aim is to specify ethical virtues from ethical vices to human after identification of them adorn himself with virtues and to be away from vices.

Now one of the effects of ethical principles is in job satisfaction and job commitment (Avinash et al., 2016). Suggests that the effects and results of job satisfaction is referred to the work live of employees. So trying to increase job satisfaction is justified. Job satisfaction affects the work that people are employed and it

has a concept that in sociology and psychology is used more than other parts. Also, job commitment is an important organizational and job attitude that during the past years has been considered by many researchers in the fields of organizational behavior and psychology, especially social psychology. Different models and perspectives are raised in the field of commitment. Based on the three-part model of commitment of Allen and Meyer, there are three mentalities that each of them is characteristic of commitment of employees to organization: Affective, continuance, and normative commitment. Thus, according to the materials mentioned above can be stated that private organizations in Iran even in the world are not exception so in the current conditions with regard to market competition between organizations, especially the presence of governmental organizations, to make more profitability and the interests of shareholders, managers and employees of these organizations must pay special attention to various aspects of ethical principals in relations between managers and customers and employees and increase their loyal customers.

Today organizations and institutions consider the issue of observing and paying attention to ethical principles as one of the most important factors in achieving objectives and prospects of the organization that due to this case, this case in private and public organizations is neglected. However, as noted this study is done aimed to investigate the influence of ethical principles on job commitment and employees' satisfaction and seeking to answer the question that what effect has ethical principles on job commitment and employees' satisfaction? Ethical principles as an independent variable, according to the view of Jacqueline (2016), job commitment as a mediator variable, as well as job satisfaction as the dependent variable based on the view of Avinash et al. (2016) have been considered.

1.1. Necessity of Research

Considering professional ethic in the organization is a necessary issue to organization avoids the conflict of society on the one hand and on the other hand, by making logical and wise decisions ensures its long-term interests. What should be considered in encountering the concept of ethic, is that first professional ethic involves personal ethic and job ethic, but both exceeded and observe the organization as a legal set. Second, today a strategic approach has been found to professional ethic and therefore spiritual responsibility of company is given to strategist managers, not to personnel unit and even executive managers. Thirdly, it must be separated two types of approach (virtue-oriented) and (problem-based) in the field of ethic. Traditional attitude to ethical dilemmas is only (virtue-based) not problem-based, whereas what solves the organizational ethical dilemmas is the approach of "problem-based." Because ethical dilemma is a problem and causing loss of work commitments and satisfaction and we need to acquire expertise and skill for its effective solving. The main point is that we should avoid implicit about professional ethic. Fourth organizational ethic is not necessarily dependent person nor dependent organization and not dependent environment; but individual, organizational and environmental factors influences on it. Therefore, we need a systematic approach in dealing with ethic. Neglecting these factors to explain and analyze ethical dilemmas will away our decisions from realistic.

1.2. Work Ethic

Ethics in the organization are defined as a system of values and dos and don'ts upon which goodness and evils of organization are specified and evil action from good action is distinguished. In general, people in the individual and personality dimension have special ethical features that form their thoughts, words and behaviors. It is possible when these people are placed in a position and organizational position, factors cause to occur different thought, speech and behavior from individual dimension that these human characteristics affect the efficiency and effectiveness of the organization. Different ethical behaviors of individuals as employees of organization in a linear whole can be analyzed that a part of it is the administrative health and the other part is administrative corruption and the amount of administrative health plays a significant role in the success of the organization in carrying out the missions, implementing strategies and programs and finally achieving organizational goals. The first step in achieving this objective is the correct understanding from ethic concept and identifying factors affecting ethical behavior of employees in the organization (Kaviyan, 2006).

In a research titled investigating work ethic and individual and social factors affecting it in 1998 ordered by the Institute of Labor and Social Security has been implemented, the work ethic and its different dimensions among the employees of production - industrial units and individual and social factors affecting it has been reported. The results show that factors that are outside of the workplace and related to the general conditions of society and institutions such as the family, school and the media that include individual and basic characteristics of people (training conditions), positive or negative attitude of person towards the environment and society and belonging to social groups have more important effect on work ethic; in other words, people who are closer to social values of traditional society and more optimistic to their surrounding social environment, in terms of work ethic have much more favorable situation, in contrast, people who are closer to social values of today's urban society and subsequently are pessimistic to their surrounding social environment have a much more unfavorable situation in terms of work ethic (Hamed, 2009).

1.3. Job Commitment

Different people have defined commitment in different ways that some of them are examined below:

Commitment literally means applying a work, undertake, keep, covenant and so-called is:

- Act of committing a liability or belief;
- Act referred to an issue.

1.3.1. Undertaking a work in the future

Professor Shahid Motahari considers commitment as the adherence to principles and contracts that human believes them and states that "a committed person is one who is loyal to his covenant and tries to its objectives," Kanter considers commitment as people's willingness to provide their energy and loyalty to the social system. Salankik considers commitment as linking of individual to his individual actions and factors, i.e., commitment will be the fact when individual feels a sense of responsibility and dependency to his behavior and actions.

Mody et al. refer commitment to the act beyond regulated duties. Practical expression of commitment is essential to the fulfillment of activities and especially in key and sensitive jobs is very important. Cook and Val have raised three concepts of "loyalty," "sense of identity and identification" and "readiness" for commitment.Chatman and O'Reilly define organizational commitment in the meaning of support and emotional bond with objectives and values of an organization, because of the organization and away from the instrumental values (a means to achieve other goals).

In the dictionary, commitment is essential that limits freedom of action. Similarly, Porter explained that organizational commitment indicates to what extent, employees accept the organization's goals and values and have their desire to stay in the organization (Ahmad et al., 2014). He also has identified the organizational commitment as relative degree of determining identity of person with organization and his participation in it. In this definition, organizational commitment consists of three factors:

- Belief in goals and values of the organization
- Desire to the intense effort in the organization
- Severe desire to continue membership in the organization.

Organizational commitment can be defined as a psychological state that describes staff communication with organization and reduces the probability that they leave the organization. Among the models offered for organizational commitment, Allen and Meyer model seems more inclusive and is appropriate for organizations providing social services. This model distinguishes three elements of commitment that all three of these elements boost the survival chances of employees in the organization, but each have a different reason than the other two.

According to Buchanan, organizational commitment is defined as an affective commitment to achieve organizational goals (Ahmad et al., 2014). Recently, the two aspects of commitment including organizational commitment and professional commitment have been paid much attention. Understanding the nature of these commitments and compatibility or conflict between the two types of commitment is the subject of many discussions. Sheldon defines organizational commitment as attitude or orientation to the organization that related identity of individual to organization. Santos considers professional commitment as a sense of identity and attachment to a particular job and profession and emphasizes on the desire to work in specific profession as professional commitment.

Organizational commitment is a multidimensional structure that is shown it has particular effects on work and job issues, such as reducing absenteeism, behaviors of job inefficiency and job turnover, organizational citizenship behaviors of self-reported, work effort and job performance.

Organizational commitment is positive or negative attitudes of individuals toward the total organization (not job) that are engaged in work. In organizational commitment, person has a sense of strong loyalty to the organization and through it recognizes the organization.

Organizational commitment is a condition that person (considers organization as his reagent) wishes to remain in its membership. Organizational commitment is defined as psychological bond between employees and organization that reduces the probability that employees leave the organization voluntarily.

Kitchard and Strawser suggested that employees satisfied with the development create high emotional commitment for their company. Martys and Jackson state the definition of employees' commitment as much as employees tend to remain in the organization and consider on the organization's objectives seriously (Ahmad et al., 2014).

1.4. Employees' Satisfaction

Attitude of people to their job is different; they have different attitudes about characteristics of the organization, job, co-workers and their rights. But all of them have understandable and evaluated feelings about their job. Job satisfaction is as a summary of attitudes about a career and a proper indication for these emotions and it has been the key issue of organizational studies for more than 60 years and over more than 3000 articles in this case (Foroughi, 1996).

Job satisfaction is a positive attitude that people have towards their job, but it should be noted that the concept of job satisfaction is very complex and has different dimensions or aspects that can be included the nature of work, business colleagues, supervision, salary and opportunity for promotion and advancement and the satisfaction that one has from his job is dependent on his satisfaction from the aspects mentioned (Corman, 1997, the translation).

Job satisfaction can only return to an aspect of the job. For example, although, it is possible that job satisfaction of the person to be high totally, but at the same time it is possible to be dissatisfied from the direct supervisor or the rights and benefits received, the assumption is that people are able to balance certain aspects that are satisfied from their job in front of aspects that are dissatisfied and achieve an attitude and overall impression about satisfaction from job.

The most common reaction to job dissatisfaction is turnover. Gillies considers turnover of nurses, however, turnover has benefits as the output of manpower with lack of spirit that not have sufficient ability and at first view, economically seems the benefit of the organization, but if we consider the material cost and management problems due to it, the benefits seem trivial and the importance of the role of its problematic will be more.

Ardalan and Feizi (2014) has conducted a study titled the relationship between Islamic work ethic and job involvement, the research method was descriptive-correlational. The population consists of all employees of Kurdistan University with the exception of services staff. A sample of 116 subjects were selected and studied by simple random sampling. Data collection tools were Islamic work ethic questionnaire and job involvement questionnaire of Kanengo. The research findings indicated a positive and significant relationship between Islamic work ethic and job involvement of Kurdistan university staff.

Ansari and Ardakani (2013) have conducted a study as Islamic work ethic and organizational commitment among employees of Isfahan University of Medical Sciences. The research method has been descriptive-correlation in 2010. In this study, a sample size of 159 employees of colleges of Isfahan University of Medical Sciences were selected and used through stratified random sampling method. To collect data for the index of Islamic work ethic, 17-item questionnaire of Ali and for index of organizational commitment and its dimensions, the standard 24-item questionnaire of Meyer and Allen is used. The results of correlation and regression analysis show a direct and positive relationship between Islamic work ethic and total organizational commitment and three dimensions. Demographic variables not had an effect on Islamic work ethic and organizational commitment.

Ebrahimi and Scholl (2012) have conducted a study entitled investigating the relationship between business ethic and customer orientation (Almas Kavir Tile Company). In this paper, the literature in the field of business ethic, customer orientation and also examples of business ethic is stated and then their relationship with the customer oriented is measured. Using factor analysis, Miller's index of business ethic and also customer-oriented indicators from the perspective of humanity has been confirmed. Then the relationship between business ethic and customer orientation have been measured using the Spearman correlation coefficient. The results show that in Rafsanjan's Almas Kavir Tile Co, the level of business ethic and customer orientation is over 50% and there is a significant relationship between business ethic and customer orientation.

Has conducted a study entitled investigating the effect of spirituality on work on organizational citizenship behavior with emphasis on the mediating role of organizational commitment. The research method is applied and by the survey approach and the instrument used to collect data is questionnaire. Study population consisted of 155 non-faculty employees of Shiraz that the findings of this study show that the model employed is an appropriate theoretical model to predict behavioral outcomes of employees, and all direct relationships between variables in the model have been significant.

Have conducted a study entitled, professional ethic and the role of ethical regulations in human resource management, in this study, considering the importance of professional ethic in the field of human resource development, the effects and the role of ethical regulations in the better management of human resources is investigated. In this paper, first definitions of human resource management, concept and philosophy of ethic is provided, then the realm of ethic and its nature, characteristics of ethic, professional ethic and rules of professional ethic is investigated and also barriers of ethic growth are analyzed. Then, while explaining the key role of ethical regulations in human resource management, ethical guidelines are provided for more efficient applying of disciplinary mechanisms in human resource management.

Montaghemi (2010) has conducted a study entitled introduction to business ethic and advertising in e-commerce from the perspective of supporting the rights of consumers. This paper using descriptive-analytical has investigated business ethic and advertising in e-commerce in terms of supporting consumer's rights. At the beginning of this article, general topics such as the concept of ethic and philosophy of ethic, business ethic, differences of ethical requirements with legal requirements, the concept of advertising and its importance and ethical issues in e-commerce from the perspective of supporting the rights of consumers are explained and after the review of supporting rights of consumers in advertising in Electronic Commerce Act of the country, conclusion and proposals intended to improve the support of consumers' rights of the country in advertising in e-commerce is provided.

Taghizadeh (2010) have conducted a study entitled the effect of business ethic on corporate social responsibility to evaluate the role of business ethic on corporate social responsibility from the perspective of producers in the industry of part-making of Eastern Azarbayjan province. The result of investigations shows that business ethic affects corporate social responsibility. It is suggested that to promote corporates' social responsibility, business ethic in organizations to be strengthened.

2. FOREIGN BACKGROUNDS

Jacqueline (2016) has conducted a research titled executive directors of SBU in the United States in the luxury products of organization: Mixing materials and methods, comparing profile of ethical decision-making with the aim of investigating the difference in ethic philosophy between the process of ethical decision-making of executives in the United States in leadership and other than the United States in leadership of the luxury goods industry. The results of the study not show evidence of difference in the profile of ethical decision-making between the two groups of leaders. The findings of qualitative analysis reveal there is a deep conflict between the value of informing decision makers using strategy of luxury goods and those who are employed by the leaders in responsible leadership principles and parameters and aware capitalist.

Avinash et al. (2016) have conducted a study entitled investigating organizational ethic and job satisfaction through job commitment to investigate the relationship between an employee's beliefs about corporate ethic, job commitment, job satisfaction and affective commitment. The results show that the perceptions of executives about organizational ethic for both variable of commitment and job satisfaction is important. The role of job commitment as a mediator is evident in the relationship between ethic, job satisfaction and affective commitment.

Sani (2013) in a study titled the role of commitment and job satisfaction and its effect on organizational citizenship behavior states that in this study, the effect of the relationship between organizational commitment and job satisfaction on employees' performance and mediating role of potential of citizenship behaviors of organization is investigated. This model is tested using a sample of 100 employees of industry and trade organization of Fars province. This approach is taken randomly that directly from respondents using questionnaire have been analyzed. The

results showed that both procedures will have a positive effect on organizational citizenship behavior and organizational citizenship behavior will have a positive effect on job performance.

3. THE THEORETICAL FRAMEWORK OF RESEARCH

The purpose of this article is to examine the effect of ethical principles on job commitment and satisfaction of administrators. Ethical principles are considered as the independent variable and satisfaction as the dependent variable as well as job commitment has the role of mediator. This research tool is a questionnaire that each of the variables is measured by questionnaire by distributing in the population in 5-option Likert scale and data was placed in a file format of SPSS software. In order to model fit and the relationships between variables, software Amos was used. Amos software is used for structural equation modeling with particular approach to statistical analysis related to latent variables. For structural equation modeling, first, confirmatory factor analysis (CFA) is done for variables and their dimensions. Then, the model measured was evaluated and then, the model fit was studied in the study population. In order to assess the validity of the structure, the results of the CFA is used. In CFA, various indicators of model fit can specify the validity of structure. Using the software Amos for each of the latent variables with any of its factors, CFA is implemented and values of indices χ^2, normed fit index, goodness-of-fit index, root mean square error of approximation etc., are calculated. In fact, in this study, a combination of software SPSS and AMOS was used.

4. OPERATIONAL DEFINITIONS OF RESEARCH VARIABLES

4.1. Ethical Principals

A set of principles and standards of human conducts that determines behavior of individuals and groups and in fact, professional ethic is a process of rational thinking that its aim is fulfilling the fact that in the organization, what values when to be kept and distributed.

4.2. Job Commitment

Job commitment is a sense of inner adherence (binding) in order to meet the quantity and quality requirements of work that doing it is undertaken from the person (or group). First of all, work ethic before anything is influenced by the individual's belief system.

4.3. Satisfaction

It is a set of feelings and beliefs that people have about their present jobs. Job satisfaction is an important factor in career success.

5. ANALYSIS AND TEST OF RESEARCH HYPOTHESES

According to Table 1, it can be stated that the average of all indicators is calculated more than the average Likert i.e., number 3. In this part, the highest index has been viewed in commitment index. The lowest average was observed in satisfaction index. The least deviation from standard was observed in work ethic. Finally, with regard to the amount of stretch and skew, it was specified that all the indicators are normal.

5.1. Estimation and Test of Measuring Patterns (Patterns of Confirmatory Factor)

In order to determine to what extent indicators are acceptable for patterns of measuring first, the model of measurement was analyzed separately and the overall indicators of fit of the pattern for the measurement patterns (CFA) was accepted.

To test the hypotheses, structural equation modeling is used to be existed the possibility of effect of factors on each other and comparing the regression coefficients, the mean and variance. This test is analyzed using AMOS software. In Figure 1, the standard values and significance of the final research model is shown.

In this section, the overall indicator of variable fit is shown; the following Table 2 shows the indicators of goodness of fit of structural equation modeling.

According to the results of analysis of the relationship between the study variables, the following hypotheses confirmed (Table 3).

5.2. Investigating the Relationship between the Ethic Dimension and Satisfaction

In this relation, the level of significance (P = 0) that is <0.05, so this relationship is confirmed. The standardized regression coefficient is calculated 0.45 that represents a relationship with moderate intensity and from direct type.

5.3. Investigating the Relationship between the Ethic Dimension and Commitment

In this relation, the level of significance (P = 0) that is <0.05, so this relationship is confirmed. The standardized regression coefficient is calculated 0.81, which indicates a relationship with strong intensity and from direct type.

Table 1: Central indices, dispersion and distribution of variables

Variable	Average	SD	Kurtosis	Skewness
Ethic	3.68	0.64	−0.47	0.48
Satisfaction	3.61	1.06	−0.78	−0.37
Commitment	3.78	1.18	−0.8	−0.52

Table 2: Overall indices of fit of structural equation modeling analysis

Index	Obtained value	Acceptable value	Position
GFI	0.985	GFI>0.9	Accepted
CFI	0.921	0.90<CFI<1	Accepted
CMIN/df	2.07	Value<3	Accepted
RMSEA	0.0412	RMSEA<0.08	Accepted

GFI: Goodness-of-fit index, CFI: Comparative fit index, RMSEA: Root mean square error of approximation

Table 3: Regression coefficients of main components of research (hypotheses test)

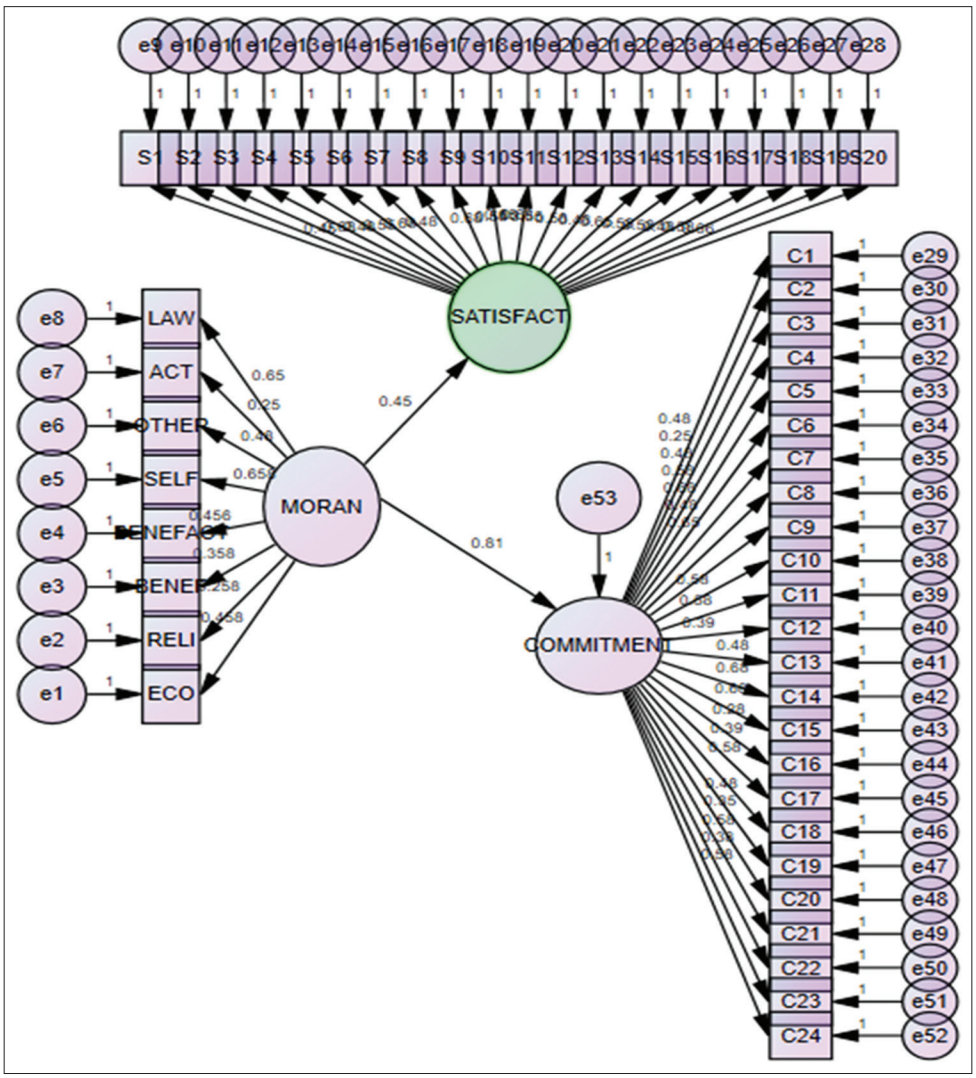
Hypothesis	Effect of component	On component	Regression coefficient	Significant number	Result
1	Ethic	Job satisfaction	0.45	***	Confirmed
2	Ethic	Job commitment	0.81	0.006	Confirmed

***Means a very small number close to zero

Table 4: Regression coefficients of research components

Relation	Effect of component	On component	Regression coefficient	Significant number	Significant level	Result
1	Arrogance economy	Satisfaction	0.43	8.214	0.001	Confirmed
2	Arrogance credit	Satisfaction	0.42	8.123	0.023	Confirmed
3	Rule of utilitarianism	Satisfaction	0.42	8.543	0.01	Confirmed
4	Act of utilitarianism	Satisfaction	0.31	6.21	0	Confirmed
5	Knowledge to self	Satisfaction	0.36	6.36	0.001	Confirmed
6	Knowledge to others	Satisfaction	0.44	9.214	0.025	Confirmed
7	The practice of ethical duties	Satisfaction	0.23	6.231	0.009	Confirmed
8	The law of ethical duties	Satisfaction	0.08	1.123	0.056	Rejected

Figure 1: Standard values and significance of the final research model



5.4. Investigating the Relationship between Sub Variables in the Second Level of Analysis

In the following, we investigate the parameters of the model fit. In this model, the indicators of ethic in the form of independent variable and job satisfaction in the form of dependent variable are provided. In this model, the error coefficients for each of the observed variables and the dependent variables are drawn. This analysis is performed on the second level of model.

In the Table 4, the regression coefficients that represent the influence of components on each other and significance of theses coefficients are summarized.

6. CONCLUSION

The results showed that there is a significant relationship between satisfaction and commitment with ethic. So in order to strengthen satisfaction and commitment by the ethic, the following proposals are expressed:

1. Prioritizing ethics and training organizations in the formulation and implementation of human capital on the grounds.
2. Code of ethics developed and implemented a comprehensive and understandable for all employees on the basis of ethical strategies.
3. Code of ethics to align the organization with the plans and strategies of the organization.
4. Trying to add programs to reinforce the spirit of sacrifice and selflessness in the organization, providing training programs to develop ethic by improving people's commitment to the organization and the development of work ethic should be implemented.
5. The presence of executives with employees to improve relations between managers and employees and modeling staff from hardworking of managers in this field can be effective.
6. Increasing support of human relations in the organization by managers can be effective in the development and improvement of work ethic.
7. Increasing business creativity in the workplace and emphasis on innovative ideas and supporting spiritual property protection in the organization should be implemented.
8. It should be tried to the accountability of the individuals in the organization to be increased; this can be done by increasing managerial support and modeling of people.

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