RESEARCH ARTICLE

Relationship between Mental Health and Physical Self-Concept among the Female Body Building Coaches in Tehran Clubs

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ABSTRACT

The aim of the present study is to examine the relationship between mental health and physical self-concept among the female body building coaches in Tehran clubs. The current study is descriptive–correlation and is conducted as field. Statistical population is all the female body building coaches in Tehran clubs and 225 coaches were randomly selected as the sample size. The measuring instruments are physical self-concept questionnaire (Marsh et al, 1994) and general mental health questionnaire (GHQ-28) and the Professors confirmed its validity and the reliability of the data were obtained from the Cronbach's alpha coefficient, respectively, as 0/91 and 0/86. The data were analyzed using Pearson's correlation coefficient. The results showed that there was a significant inverse relationship between mental health and physical self-esteem. The significant association was not found between self-esteem and social maladjustment. According to the present results one could say that physical self-concept is one of the factors influencing mental health, So physical activity is one of the things that can enhance physical self-concept.

Key words: mental health, self-concept, self-esteem female body building coaches in Tehran clubs

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INTRODUCTION

In today's modern societies that material prosperity has increased, psychological problems are considered as one of the challenges of human thought, so that it has forced the related organizations and institutions to do extensive studies in this regard. This is while the machine life and move poverty have added these problems. According to WHO's statistics, the number of people with mental illnesses is increasing every day. (Goudarzi and Hemayat Talab, 1998). In this regard, exercise as a multidimensional tool with broad impact and valuable role, is one of the ways that people can use to overcome the physical, psychological, and social pressures. Several studies have made it clear that addressing healthy recreation, especially sporting activities has many positive effects on physical and mental health in humans. Participation in the exercise leads to improved physical health, mental health and optimal entertainment (Sun, 2013). The health in people is affected by several factors such as genetics, environment, health care, and lifestyle and ... and physical activity and recreational sports have an important place so that the reduced physical activity can affect a person's health. Exercise and physical activity not only create and maintain fitness and has beneficial effects, but also play an important role in the prevention of disease, particularly cardiovascular disease, hypertension, diabetes and obesity. (Alam et al, 2011).

According to the World Health Organization (WHO), a person who does not have mental health is not considered to be healthy. This message is also confirmed by the Pan American Health Organization and the World Federation for Mental Health. (Martin et al, 2007). Mental health is one of the factors that can influence the dynamics and development of a community. (Narimani, 2006) Physical education and sport should be considered as an effective mean to respond to the psychological needs so that the people can use them and satisfy their needs in their spare time and express their inner feelings. Sports and recreational activities in leisure time, in addition to one's physical and mental health, increase efficiency and productivity and prevent many diseases and save health care costs. Along with saving in production, reduction of personnel costs in manufacturing companies in every country in the world is of great importance (Jalali Farahani, 2008).

Thus, mental health is considered as one of the most important factors in the promotion of human development and this point is especially important in teachers and coaches. Coaches are usually chosen from the selected individuals in a society, however; several studies indicate that coaches are also suffering from various disorders (Bahram et al, 2000). One of these disorders is social anxiety disorder that comes from people's perception of their bodies. Given the importance of all aspects of human, paying attention to the physical and mental health is important. Sense of achievement in doing life affairs (career, educational, social) can be obtained from other fields such as sports and exercises that test the human ability. Therefore, having such an approach can shed light on the importance of addressing the issue of body image, because the phenomenon of body image and its abilities can make the psychological and physical success (Abdolmaleki et al, 2010). Fontaine (2000) in his study concluded that individual and group physical activities improve the mental health and reduce the anxiety and depression (20). Kohl (2000) also proved that participation in regular physical exercises reduces depression and improves mental health and the health of athletes.

On the other hand, the feeling about us will have an important role in mental health that is called self-concept. Self-concept means the notion that everyone has from himself. How people perceive themselves is formed by their past experiences (successes and failures) and what others think about it. (Clinic, 2001). Self-concept is a characteristic inherent in the personality of every individual. But different individuals have self-concept in varying qualities as suggested by the term "positive and negative" self-concept and in varying quantities as implied by the term "low and high" self concepts(Morses,1990) The concept is important because, first, everyone's perception from himself will affect his behavior and actions. Human beings often act like what they think. Secondly, self-concept affects the people's feeling of themselves. People who feel good about themselves, have more confidence and satisfaction, are more successful, and are less likely to return to smoking, drugs and other risky behaviors compared with those who

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have a negative attitude. (Kamkari, 2013). Thus, by increasing self-esteem, positive self-concept and social adjustment may also be effective to achieve the mental health. (Esmayili, 2004). In fact, people who have a clear and well-defined self-concept are harmonious and stable and also have more mental health (Campbell et al, 1996). Physical education teachers guide the students and create sports motivation among them. For example, Marsh and Pratt in a study on the 11-14 year-old girls, concluded that participating in physical fitness classes establishes positive changes in their self-concept (Marsh and Pratt, 1980). Kraut in the study of the effect of physical activity on mental structures of the students indicated that there is a significant difference between the students who participated in physical activity programs with the control group in terms of body image (Kraut, 1980). It seems that among the factors, physical activity, body composition, and positive self-concept are due to an unfit body composition (Tekserya, 2001) and many psychological benefits are due to positive self-concept and These two factors also appear to be interdependent (Esmayili, 2004). Also, Dishman et al (2006), in a research on adolescent girls examined the mediating role of physical self-concept and self-esteem in the relationship between participation in sport and physical activity and symptoms of depression. In this study, 1,250 female adolescents were present. The results showed a strong positive relationship between self-esteem and general self-concept and a negative relationship between self-esteem and depression symptoms. However, the results clearly showed that participation in sport and physical activity among female adolescent reduces the risk for depression and has a positive effect on their body image (Dishman et al, 2006) Nalah (2014), examined the influence of self-concept on academic performance among students of College of Education, Akwanga, Nasarawa state-Nigeria. A total of 412 participants were randomly selected for the study.Also a significant relationship exists between the self-concept and academic performance of fresh (NCE1) and final year (NCE3) students. The finding also reveals no significant relationship between the self-concept and academic performance of male and female students.

Golsefidi(2014) examined the relationship between Body image and mental health that personality components of human being which will be disordered under the effect of postural abnormality of the body. The results showed there is no significant correlation among body image, mental health and Forward head posture (p> 0.05). The results showed that suffering from forward head posture in male subjects, could not be the only reason for anxiety, depression, aggression, and poor body image. Thus according to the previous studies the aim of the present study was to examine the relationship between mental health and physical self-concept among the female body building coaches in Tehran clubs.

MATERIAL AND METHODS

Methods

The current study is descriptive – correlation and is conducted as field. Statistical population is all the female body building coaches in Tehran clubs and 225 coaches were randomly selected as the sample size. The measuring instruments is physical self-concept questionnaire with 70 questions and 9 specific components of self-concept and two general components (general physical self-concept and self-esteem) and general mental health questionnaire (GHQ-28) with 28 questions with the components of physical complaints, anxiety, depression, and social maladjustment in 5 Likert scale value. The professors confirmed its validity and the reliability of the data were obtained from the Cronbach's alpha coefficient, respectively, as 0/91 and 0/86. The data were analyzed using Pearson's correlation coefficient.

RESULTS

The table demonstrates the results of Pearson correlation and the degree of physical and mental health and self-esteem in the female body building coaches in Tehran clubs

DISCUSSION AND CONCLUSION

The results showed that there was a significant inverse relationship between mental health and physical self-esteem and self-esteem. But there was not a significant relationship between self-esteem and social maladjustment. The results of the present study are consistent with the results of Tutunchi 2012), Taylor (2005) and Moreno (2007), Alfeld and Sigman (1998).

The results of the study by Alfeld and Sigman show a negative correlation between the scores of self-concept and symptoms of depression. Another study showed that people who have lower self-esteem tend to experience more frustration. Tutunchi and colleagues (2013) in their study based on the mediating role of self-concept for perfectionism and mental health in adolescents of Shiraz showed that self-concept has a mediating role for mental health and perfectionism. This means that the positive perfectionism has a positive effect on self-concept and positive self-concept improves the mental health. Also Kalafi and et al (1999) showed that self-esteem is considered as the value aspect of self-concept. In fact, the nature of self-esteem will have a profound effect on feelings, emotions, desires and goals. (Coopersmith, 1967)

According to the present results, we can say that the physical self-concept is one of the effective factors in mental health. Therefore, it is suggested that coaches and physiologists to offer the others physical activity as one of the improvers of mental health.

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Table 1 - Correlation matrix between mental health and physical self-concept and self-esteem

self-esteem	physical self-concept	Social maladjustment	Depression	anxiety	Physical Complaints	components
					*	Physical Complaints
				*	0/62**	Anxiety
			*	0/43**	0/38*	depression
		*	0/38*	0/22*	0/61**	Social maladjustment
	*	-0/35*	-00/29*	-0/38*	-0/58**	physical self-concept
*	0/51**	0/19	-0/28*	-0/44*	-0/27*	self-esteem

RESEARCH ARTICLE

The Relation between Emotional Intelligence and Coaching Self-Efficacy among the Coaches of Football Schools

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ABSTRACT

The main purpose of the present study is to discuss the relation between emotional intelligence and self-efficacy of football coaches who participate in IRI's festival. Among the coaches of all around the country, a number of 120 individuals were selected as the ample through available sampling method. For concluding from data the indexes of emotional intelligence in sports and coaching self-efficacy were used (Felts et al. 1999). The data were analyzed at significance level of 0.05 through the SPSS software and descriptive and illative statistical tests including Pearson's correlation coefficient and multivariate regression. Test of hypotheses indicated that there exists a significant relation between emotional intelligence and coaching self-efficacy among the coaches. Also coaches' emotional intelligence is a proper anticipator for their self-efficacy and finally it was revealed that coaches who have higher levels of emotional intelligence have also higher levels of self-efficacy, therefore it is recommended to study the eminent relation of emotional intelligence as an effective variable for coaching self-efficacy.

Key words: Emotional Intelligence, Self-Efficacy, Coaches

INTRODUCTION

Nowadays, the most important condition for training athletes is considered as having excellent coaches and trainers. Huge investments which are done in the context of coaching and attraction of effective and efficient coaches for

management of clubs clarify the necessity of paying attention to selection of efficient coaches and trainers (Tabrizi, 2003). Today, coaching is considered as one of the most difficult jobs. An efficient coach should also have excellent skills and knowledge in order to be able to train an athlete. In this career, coaches are under close scrutiny of people such as audience, players, sports managers and critics. In the book of "A guide for coaches in the context of sport psychology" Martinez says: coaching is a career different than other jobs in the society and coaches are expected to deliver good and gentle athletes to the society. This career is a difficult job and requires several different sets of skills (Khabiri, 2007). Social and emotional capabilities and competences are among the defining elements of the quality of social relations and success in different aspects of life and career (Mayer, Caruso and Salovey, 200). Also in the context of studies regarding intelligence, we can see that the studies are orienting towards emotional intelligence from rational intelligence (based on recognition). Emotional intelligence tries to describe and explain the status of emotions and feelings in humane capabilities (Mokhtaripoor, 2007). In fact, emotions and individuals' manner and way of coping with them is a part of people's personality which impacts individuals' performance. Still many of athletes do not know that in which traits they are strong and for which traits they are weak because of the complexity of emotional states (Ciarrochi, 2005). On this basis emotional intelligence includes the capability for monitoring of one self's emotions and feelings as well as others' and being able to differentiate between them and to use these hypotheses for guidance of thoughts and actions of individuals (Shabani Bahar, Erfani, Azizi, 2014). Bandura's theory of self-efficacy is one of the components of social cognition theory which performs deployed studies regarding human's motivations, behaviors and views in the framework of individual concepts and environmental factors. In sports, self-efficacy is continuously considered as an important and crucial element in anticipation of individuals' manner of cognition, behavior and actions. In other words, self-efficacy points to individuals' cognition of their own capabilities for independent performance of tasks (Bandura, 2006). Efficacy of coaching is consisted of four main sub-scales of motivating, playing strategy, educational technic and processes effective on personalization. Through creation of motivation and motivating coaches can impose effects on skills and psychological states of their players (Richard Andrew Neil Iain, 2008). According to the view of social learning, the coach is in a position that is considered as the pattern or example which amplifies appropriate behaviors and eliminates bad behaviors. Coach's ability in establishment of an effective relation is crucial (Carron Spink, Prapavessis 1997). Jordan et al. (2002) reported that people who have high levels of emotional intelligence are also able to overcome the stress related to their work and find better solutions for problems. Also Gold et al. (2002) stated that coaches who are able to evaluate their feelings and emotions, are able to control their feelings and emotions in special and sensitive situations too. Mikolajrak and Luminta (2008) also conducted a research and pointed out the individual differences in cognition, processing, adjustment and application of emotions and indicated that people who have higher emotional intelligences perform better than others in terms of anticipation for stressful incidents and rapid evaluation of facts and events. Hussein Nejad (2015) conducted a research project and discussed the relationship between and among emotional intelligence and athletically orientation of athletes of impact sports and non-impact sports. Their results indicated that there exists a significant and meaningful relation between emotional intelligence and orientation of athletes of impact and non-impact sports and also that the changes in orientation of sports are anticipated by emotional intelligence and its' components. John Tings on (2009) conducted a research and discussed the relation between competency for coaching and self-efficacy and indicated that only playing strategy and personalization have significant effects on self-efficacy. Mayors et al. (2011) have reported that coaching efficacy is effective on behavior of coaches, team satisfaction and possibility of victory. Seongion (2008) conducted a research titles as capability of anticipating of efficacy of coaching and leadership style from emotional intelligence among the coaches of basketball schools and concluded that coaches' emotional intelligence anticipates their efficiency and leadership style. The component of effect of personalization had the highest level of anticipatory power and respectively components of effect of motivation, effect of technic and effect of playing strategy had the highest levels of anticipation. The issue of feeling of self-efficacy is one of the most basic effective elements on desired growth of sports skills. The sense of self – efficacy is the basic and central element in psychological compatibility and athletic success for athletes. In this regard, emotional intelligence is known as an element which is closely related to individuals' performance (Besharat, 2006). With respect to special status of sense of self-efficacy among the sports coaches in obtaining team goals and with respect to the number of elements related to it, performance of a research regarding the relation between sub-scales

of emotional intelligence and self-efficacy among the coaches of football schools of all around the country seemed crucial and therefore the author of this research paper has tried to investigate it.

METHODS

The present research is a correlative research and its population includes the entire coaches of football schools of all around Iran during the year 2015. With respect to the fact that population was determined and limited, through the sampling formula of Cochran a number of 120 individuals (coaches) were selected as the sample under a simple random sampling method. The measurement scale for both variables is based on distance. Emotional intelligence and its' sub-scales were considered as the anticipator variable and also coaching self-efficacy and its sub-scales were considered as the criterion variables of this research. The data were collected under field methods and by the help of two separate questionnaires. The first questionnaire was related to emotional intelligence by Lan et al. (2009) and included six elements of evaluation of one self's emotions, evaluation of others' emotions, self-regulation, social skills, application of emotions and optimism. It includes 33 questions each with 5 options and the options are also adjusted based on Likert scale. The second part is the efficacy of coaching and is evaluated through Flits' questionnaire of coaching effectiveness (1999). This questionnaire included 24 questions each with 10 values in addition to four sub-scales of motivational effects (7 questions), effect of playing strategy (7 questions), effect of personalization (4 questions) and effects of technic teaching (6 questions). The following shows the results of analysis of collected data through descriptive statistics tests, Kolmogorov-Smirnoff test, Pearson's correlation coefficient and multivariate regression and SPSS21 software at significance level of $p < 0.05$.

RESULTS

Results of Kolmogorov-Smirnoff test in the first table indicate that the data of independent variable of emotional intelligence and the data for the dependent variable of self-efficacy have a normal distribution. Therefore the collected data are homogenous and the curvature of this sample is considered normal

Regarding the relation between sub-scales of EI (Emotional intelligence) and self-efficacy; the findings indicate that there exists a significant relation between effect of motivation and effect of educational technic and all aspects and dimensions of EI. Also the only positive and meaningful relation is discovered between and amongst sub-scale of effect of playing strategy and evaluation of others' feelings. Also there was a significant and meaningful relation discovered between sub-scale of personalization and evaluation of one self's emotions, self-regulation, social skills and optimism.

With respect to the results of table 3, we can see that correlation coefficient is equal to 0.39. it means that the self-efficacy components are in a total relation of 0.369 with emotional intelligence. Determination coefficient is also equal to 0.15 and it shows that 15 percent of variance of emotional intelligence is described by the anticipator variables. Also we can see that the component of effect of motivation, the component of effect of educational technic and the component of effect of personalization have significant anticipation powers.

DISCUSSION AND CONCLUSION

The main purpose of this research was to discuss the relation between sports (athletic) emotional intelligence and self-efficacy of coaches of football schools of all around the country. Results indicated a significant, positive and meaningful relation between sub-scales of athletic EI and self-efficacy of coaching. This result is in compliance with the results of researches conducted by Eidi (2008), S. Kalan (2009), Mokhtari et al. (2012) and Richard et al. (2008). Emotional intelligence also provides the possibility for anticipation of success because it shows that how the

individual shows his rapid reaction towards every different situation (Baron, 2006). By comparing the results of researches performed by Trending et al. (2009), Filter et al. (2009), Mikolajrak and Luminta (2008) and Mokhtari et al. (2012) it turns out that nowadays, knowledge is working on the power and influence of emotions and is also determining and adjusting the status of emotions and feelings in activities, behaviors, movements and humane personality (Mokhtari poor, 2007).with respect to the fact that the results of table 2 regarding the relation between sub-scales of effect of motivation and effect of educational technic and all aspects and dimensions of EI , it was witnessed that evaluation of other's feelings and emotions and optimism are consistent with findings of research conducted by Mokhtari et al. (2012). Also a positive and meaningful relation was discovered between and amongst the sub-scale of effect of personalization and sub-scale of evaluation of one self's emotions, self-regulation and optimism which was consistent with the findings of research performed by Don Chou and John Tings on (2009). Also the researches performed by Huang (2008) indicated that coaches' emotional intelligence determines their coaching effectiveness and leadership style. The reason for this results cpould be considered in a way that coaches' cognition from emotional capabilities and self-efficacy can prioritize simplification of emotions, recognition of emotions and mechanisms of anticipation of emotions as an effective personality trait. And coaches who have such capabilities have the required perquisites of empowered coaching at football schools. Ultimately the present research indicates that there exists a significant, positive and meaningful relation between and amongst coaches' self-efficacy and emotional intelligence and with respect to provided correlations, the results of this research could be generalized to the society of football coaches.

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Table 1, Kolmogorov-Smirnoff test for testing the homogeneity of data

Significance level	Freedom degree	statistic	group	Test index
0/467	120	0/937	Emotional intelligence	Kolmogorov-Smirnoff test
0/389	120	0/837	Self-efficacy	

Table 2, correlation matrix for discussing the relation between sub-scales of sports emotional intelligence and self-efficacy

Effect of personalization	Effect of teaching technic	Effect of playing strategy	Effect of motivation	Self-efficacy		
** 0/520	**0/367	0/346	0/585	0/530	Pearson correlation	Sports emotional intelligence
0/001	0/001	0/025	0/015	0/001	significance	
**0/540	**0/115	-0/024	0/440	0/346	Pearson correlation	Evaluation of self-feelings
0/001	0/540	0/230	0/001	0/005	significance	

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**0/145	** 0/214	0/256	0/086	*0/322	Pearson correlation	Evaluation of others' feelings
0/085	0/001	0/005	0/017	0/03	significance	
**0/415	**0/282	0/047	*0/282	**0/346	Pearson correlation	Self-regulation
0/001	0/001	0/403	0/010	0/001	significance	
0/380	**0/565	-0/019	0/270	*0/450	Pearson correlation	Social skills
0/024	0/001	0/733	001/0	0/024	significance	
**0/377	** 0/255	-0/017	0/085	0/356	Pearson correlation	Implication of emotions
0/140	0/012	0/762	0/005	0/001	significance	
** 0/350	** 0/213	0/280	0/297	0/280	Pearson correlation	optimism
0/001	0/021	0/001	0/030	0/001	significance	

Table 3, the summary of simple linear regression analysis model of relation between sports emotional intelligence and coaching self-efficacy

Sig	t	β	R2	R	Sig	F	Criterion variable	Anticipator variable
0010/	1/21	0/15	0/15	0/39	0/001	9/94	Emotional intelligence	Self-efficacy
0/001	4/66	0/39						Effect of motivation
0/28	-2/32	-0/27						Playing strategy effect
0010/	1/65	0/15						Educational technic effect
0/001	1/06	0/10						Personalization effect

RESEARCH ARTICLE

Aspects of Fakhr (Proudness) in Abu Talib Poems

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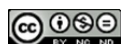Department of Arabic Language and Literature, Mahabad Branch, Islamic Azad University, Mahabad, Iran.

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ABSTRACT

This paper is a study about poetics of Abu Talib. He was the uncle of Prophet Mohammed (pbuh) and his strong supporter too at that time. Abu Talib's poems considered as a mirror of Muslims conditions at the time of Islam rising. He composed lots of lyrics in support and eulogy of Prophet Muhammed. The present study is about the boasting aspects of Abu Talib's poems. In other poems of Arab poetries the aspect of boasting and bragging returns to him/her, i.e. he/she proud to his/her acts and spirits. But the distinguishing matter of Abu Talib's poems is the view of him towards Boasting (Mofakhereh). He never said anything about himself in his poems. He composed about greatness and dignity of his tribe, honor and reputation, warfare, generosity, integrity and honesty of them and finally in supports of the Prophet Muhammed.

INTRODUCTION

Boasting is one of the structures of poems and representative of sources and the power of poet which we've seen in all Persian poems' periods. Boasting and bragging is a characteristic of all human being respectively. We cannot accounts them indecent neither praiseworthy. This act is about the knowledge of man about him/herself and response to the others towards defending selfness personality. Each person prepares self-confidence about him/herself which we say it self-concept. In forming self-concept lots of sources will be applied; others reactions; self-behavioral views or persons who is similar to him/her and live at the same environment. This understanding from self allows the one to interpret others utterance. Hence, our judgement about ourselves or the others affected by self-concept (ShoariNezhad, 1991; 63-73).

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It can be said the roots of Fakhr (Boasting) is in Self-acknowledge. It presents self-concept and understanding of one about him/her. Because it has special thought and aim, we know it as particular strategy of the one to introduce self. Introducing self is an automatically function which can be along to meditation; i.e. the reflection image of selves relates to our goal. Shall we try to understand ourselves as we are or presents an image of selves that the condition required? The first one means realistic introduction and we speak about the second one as strategic introduction (same, 15).

Problem Statement

The relation of pride and awareness of the character leads to dignity and self-esteem. The reaction of people, especially artists, has proudness behavior because the others don't respect themas they should be and ignore their abilities. Psychologists called the needs to respect as a matter of beyond the physical needs, safety and the need to love nowadays. "The man with the contemplation of their existence realizes that God created him because of a higher aim, thushe/she has not to lose this precious character easily. This aspect of self-knowledge is the basis for self-esteem."(NikdarAsl, 2010; 6).

 It should be noted that the Artist seeking respect regards their personal identity;i.e. "the person seeking social confirmation by his/her personal sense, so he/she thought that to be special and uniqueness means social approval (Atmar, 2010: 871).

Supposing self as special one that leads to be pride and social approval;would be deemedsometimes indecent according to religious criteria, but Kezazi believes "artists know themselves superior towards others institutionally and unconsciously, because of their unique ability which they don't find it in commons and it is the ability of creation. After Hence, great artists have self-concept inevitably (Kezazi, 2002:97).

In the field of literature,the word of "boasting"known as a literary genre or sub-genre of literary epic and in its meaning some aspects of competition, self-seeking, bragging and superiority. As we see in the dictionary "the word of boasting meansto have sense of superiority over other, to have sense of highness, not to be comparable and having special bloodiness (Dehkhoda, Below Boasting).Books of rhetorical and literary matters often considered this industry related specially to Arabic literature, because "boasting is very common especially in Arabic literature and theybelievedboasting more than any other literary subjects apparently. Boasting which Arabs were fascinated by it was individual or tribal (Shamisa, 2008:228).

In Arabs literature, boasting is the subsequent of bragging. Ahmad Alshayeb, an Arabian scholar, said about the characteristic of boasting and having high value of it in Arabs literature: utilizing bragging in all poetry types, i.e. describing, eulogy, exaggerating, and boasting have been used (Fakhori, 2002:241).

Importance and the Necessity of Research

Boasting in Arab poems having higher and lowervalues regarding various poetry periods and different times and places. As we said in previous pages, the perspective of Abu Talibregards to boasting matters compared to other Arabs poets, has distinctive different so doing this research is important and essential.

Research Purposes

The purpose of this research is to show the different types of boasting and special techniques of Abu Talib in this matter.

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Research Questions

What is the stage of boasting as a literary aspect in Abu Talib poems?
Which method of boasting has been used in Abu Talibpoems?

Research Background

Undoubtedly one of the most common themes of the poetryis the boasting and pride to selves which exist in all poetry courses. Because of this, it is not ignored by the writers and scholars. Many words have been saidabout this matter generally and specifically. In addition to dictionaries, collected letters and literary terms and writings have been compiled regards this matter; i.g. Alfakhr and Al-Hamasa(Bita) HannaAlfakhuri, Arab literature, Al-Asr Al-jaheli compiled by ShowqiZayf translated byZekawatiGharagozlou (1985), a critique of comparative Arabian andIranianliteraturebySeyyed Zia Al-Din Sajadi (1984).

Regarding Abu Talib poems, they are used in syntax and history books and dictionaries and in the book of " غاية المطالب " غاية " في شرح ديوان أبى طالب "by Sheikh Al-Az'hari interpreted by Mohammed Khalil Al-Khatib have been printed. Except " المطالب "have been printed in two types of below:

Abu TalibBenAbdullMutallib Poems Book researched by Sheikh Mohammed Al Yasin, Dar and Al-HilalMaktab publication which printed in Beirut. This book written regards description of "Abi AlfahhanBasari" and "Ali Ben HamzahTamimi".

The best description of Abu Talib poems is "ديوان أبى طالب عمّ البني "by an explanation and research of Dr. Mohammed TonjiinDaralukitabpublications in Beirut printed at the year of 1012. In addition to the introduction, he uttered various narratives, described vague words andmentionedsuspicious lines and related notes, alsoordered the lyrics based on modern scientific method. The researcher regards to these descriptions in the thesis. It shall be said no research has been done yet about Abu Talib poems.

The Boasting Technique

Since boasting is at the first type of literature, has a long established track recording, that's why a lot of talking and textsisfound and defined about it. Though having slightly different to each other, finally they reached to an acceptable path. Because of widely acceptance of this matter among the Arabs, we see furtherutterancesin rhetorical books on this subject. As in Lesan-o-Al-Arab below the definition of Boastingwe see " التّمَدُحُ بالخصال و الافتخار وَعَدُّ القديم، إدّعاء " العَظم و الكبر و الشّرَفِ) (AmiriKhorasani; 2004: 11).

Hanna Al-Fakhuri, Arabian researcher which his famous book is Arabian Language history and literature, in the book of "Al-fakhr and Al-Hamasah" says: " الفخرُ هَو تَعدادُ الصفاتِ و تحسينُ السَّيئاتِ... و هو عند العربِ بابٌ واسعٌ من ابوابِ شعرهم و للفخر انواعٌ، فخرٌ ذاتيٌّ، فخرٌ حزبيٌّ سياسيٌّ، فخرٌ دينيٌّ و فخر عربى " (Fakhuri; 2005: 5).

In the preface of Persian literature and poetry, we read: "Epic and boasting are those poems that the poet express the grace, perfection, orator, morality, virtues of magnanimity, self-respect, courage and generosity, and etc., ethnicity and family honors about themselves (Mo'tamen; 1983, 258).Also it is said poetry boasting is one the inherent sense of poet which is addressing to privacy dialogue and personal inspiration of the poet. Indeed, the poet presents his/her mania to his/her poems" المرءُ مفتونٌ شعره و ابنه" (Tajlil; 1989: 151).

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Despite some opinionsabout boasting with epic, public proportions is absolute which its common will be epic and the special would be boasting. Proportion of boasting andbragging is rightly unlike. In other words, a subset of epic and brag is boasting. However,Khaje Nasir Al-Din Tusi defines boasting as a mental disease and ugly behavior, advice to drop it off (AmiriKhorasani; 2004: 12).

Boasting in Abu Talib's Poems

Abu TalibEbn Abdul MutalibEbnAbdManaf is one the great man of Quraish Tribe and the uncle of Prophet Mohammed. Hashem Ben AbdManaf, his father, was heir of greatness and eminence of his ancestors. The Master of Mecca and Arab Island, were confessed to his presidency and leadership by his tribe. He was responsible for helping people. Abu Talib was a great warrior and brave man when he was young. He has a significant affect at the party of 'Half-o-al-Fozul'.

He was head of the BaniHashem and their Sheikh. He was obeyed. Muhammad was an orphan and his dependents. However, he addressed Prophet Mohammed as his Master. Ebn Abi Hadid shortens all history of Abu Talibregards his helps to the Islam and mentioned: "Anyone who has read the history of sciences knows that if there was not Abu Talib, there would be no mentioning about Islam." Ebn Salam says Abu Talib was an eloquent poet, this famous lineis the evidence:

وَ   أبيض   يُستَسقى   اَلغمامُ   بوجههِ   ثِمالُ   اَليتامى   عصمة   للأرام
(التونجی،2012: 67)

His reputation requests the clouds to rain, the shelter and protector of orphans and widows.

Abu Talib's generosity was well known among the Quraish. Each time he makes feed party, none of the clan doesn't do this on that day. About tact, justiceand his influence have been told that the Arab tribes of Mecca, know Abu Talib as their referee.He keeps judgment and the right about the matter he was voting to. He was the first person in the age of ignorance who established the oath of witness for the victim's family, a rule that entered Islamiclaw and traditions later.

He had inherited humility from his father so that assigned leadership of his tribe to his brother "Abbas" despite all clan was obedient to him. He was a poor man but long-living nature he have that did not reveal to anyone. Poems attributed to Abu Talib have been printedba the name of "Sheikh Al-Abateh Abi Talib" in 1977 AH in Najaf.

Lamyeah is a very famous ode. The Prophet always remembered verses of it, as in famine dropsy of Medina, He go to the pulpit prayed and said: "Oh Lord! Give beneficence to Abu Talibif he was alive, her eyes would bright''. His mean was this famous bit "أبيض يُستَسقى الغمام بوجهه " it means: If Abu Talib was alive, he would see how our swords cut the heads of these people; and referred to this hemistich "...لَتَلتَبِسَن أسيافُنا بالأمَاثِل..." which its balladry published by "Ahmed Fahmi" at Istanbulin 1918.

Abu Talib's poems and his power to compose poems

Abu Talib composehis poems in the form of single lines or small pieces odes. Although some odes are more than a hundred lines. We understandthrough these lines to some corner of Prophet life. For example Muslim confederacy, pagan press, inviting tribes to unity, admission of reconciliation and peace without war. Some of poetsare doubtful about his poems but to prove themit can be said that poetry is among the Arab were public and among Quraish is speciallyfavorite. Poetry was the reflection of his life events, because these events particularly related to him, Rhetoric

and grammarians affidavit about his poems. Abu Taliblyrics includesthe rise of Islam in Mecca and also due to his own dignitywere respected by the scholars at the early Islamic era.

The meaning of Boasting before Islam

Boasting to the Building and reconstruction of the house of God

When the terrible flood of high mountains of Mecca down hilled to Kaaba, It were not immune andcaused to great gaps in its wall. When the people want to reconstruction it, disputes between tribal chiefs began for installation ofHajar al-Aswad.Even tribes of "BaniAbd Al-Dar" and "BaniOday"vowed to prevent this honor to be reach to no one.Finally an old manof Quraish,by the name of"Abu Umayya bin MughayeiraMakhzer" saidthe first person who entered from Safa Mountain would be the judge and this person was no one but"Mohammed Amin". Abu Talib composed the following verses on the occasion of this honor:

إنَّ   لنا   أَوَّلَهُ   وآخِرُهُ   جَهَدْنا   لنا

وقد   جَهَدْنا   لنعْمُرُه   وقَدْ   عَمَرْنا   الذي   والعَدْل   في الحُكم   لا   نُنكِرُهُ   خَيَرَهُ،   وأكثَرُهُ

فإنْ   يكُنْ   حقاً   ففينا   أوفَرُهُ

(التونجی،2012: 65)

Every place of Mecca from the first point to the last is belonging to us as the Justice doesn't deny it. We suffered a lot to build it up and really developed it. If there is any Right and Justice, the perfect one is our Justice.

One of boasting approaches of Abu Talib is to be proud to Mohammed (PBUH) as one of his tribal persons declared a Pure and Unique religion which caused to rescue the people of the world:

إذا   اجتَمَعتْ   يوماً   قُريشُ   لِمفْخر   فعبدُ   مَنافٍ   سرُّها   وصَميمُها

فإنْ   حُصِّلتْ   أشرافُ   عبدِ   مَنافِها   ففي   هاشم   أشرافُها   وقديمُها

فإنْ   فَخرتْ   يوماً،   فإنَّ   محمَداً   هوَ   المُصطفى   مَن   سرُها   وكريمُها

تَداعَتْ   قُريشٌ:   لا   نُقِرُ   ظلامَة   وسَميئُها   عَنَّها   إذا   ما   تَثوْا   صُغْرَ   وطاشَتْ   حُلومُها

وكنّا   قديماً   كلَّ   يوم   كريهة   ونضْربُ   عَن   أحجارها   مَن   الخُدودِ   نُقيمُها

بنا   أنتَعَش   العودُ   الذَّواءُ   و   إنَّما   بأكنا   تندى   و   فِنا   تنهمي   يَرومُها

هم   السَّادة   الأعلوْنَ   في   كلِّ   حالةٍ   لهُمْ   صِرمَة   لا   يُستَطاعُ   أرومُها

يَدينُ   لهُمْ   كلُّ   البَريَّةِ   طاعة   ويُكرمُهم   مِلأرض   عندي   أديمُها   قرومُها

(التونجی،2012:83)

If one day Quraish come together about an honor (they will see) Abdul Manafwill be the truth and the center of the honors. If people ask good persons of AbdulManaf (everyone will say) the perfect and well-bred ones is only among the family of Hashim. If somedaythe house of AbdManaf to be proud it is Mustafa who is the truth, merciful and honorable. Weak and powerful men of Quraysh tribe gathered together against us but have not achieved success; their intellect and thoughts was wrongand walk on wrong path. We defendand support the family of Hashim and AbdManafin every though condition so each person who intend to abuse their privacy would be ignored. It is because of usthe dry and lifeless wood would be alive and go further and beyond, and certainly it is because of us their roots would be extended. In any case, the people of BaniHashimare respectful on the earth and they have a group and community that there is no valuable but them. The entire World show their humility and obediencein front of them, and whatever exists in the sky and on the ground obedience and have respect to them.

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Boasting Approach after Islam

If the former poet in pre-Islamic period proud to the heroes and warriors of their tribe and their sword and their sword who do not know the oppressor and the oppressed, Abu Talibproud to someone who has been praised by the Lord and chosen by Him. He who sees chivalry in defense of the oppressed and not to ignore their right; A supporter of the oppressed, don't defend cruelty, but in any case he supports justice. He is someone who not only superior compared to the othertribesmen, but has a huge personality that all creatures are below his feet's:

Proud to Prophet Mohammed (pbuh) and Supporting Him

Prophet came home lately one night. Abu Talib was very concerned about that; because one of the Quraysh men said to him previously that should put an end to this man's life. He afraid this delay is related to this threat. Abu Talib ordered all Bani Hashem to hidden weapons under their cloak and went to the Quraish men. Suddenly Zaid Ibn Haritha came and reported that the Prophet at a certain place is busy with Islam Guidance. So the following poem was composed when he thought Quraysh's men detained Prophet:

الشَّهورُ ُ السَّفاسِرة تَتْلو وما غادِياتٌ والضَّوابِحُ فإنّي

والضَّميرُ مِنّي الصَّدر ودادُ حَفيظٌ راع محمدٍ لآل
(التونجى،2012:53)

I am the supporter of Mohammad dynasty. When the noisy sky in the morning is going to hunting; and swear to what experts and scholars recited; it is my proud to be a protector and patron of Muhammad. His heart and part of me. Or in another poem as he composed about dignity and praises his tribe, express the reason for that the existence of Prophet Muhammad (pbuh):

أسرَتي؟ وأكرمُهُمْ قبيلاً الوَرى هذا خيرُ مَن قيلَ: إذا

When they ask me about the best man of these lands regards my family and the tribe, (it will be said) he is from my family. Abu Talib is among those who are very proud of his tribe. He in his poetry praised tribal elders, the brave men of courage, generosity and bravery, and opens his mouth to boasting up to them. Abu Talib has a patronizing attitude and never said anything about himself in his words. Here we speak about boasting. He praises his tribe and is proud of them. In the following verses we see examples of this type of lovemaking glory:

وغَطْرَفا معاً وأعلاهُم قومي، شَرَّفا قد الذي لِلَّه الحمدُ
(التونجى،2012:72)

Thanks God for that respect my people, raised their identity, make them merciful and generous. Abu Talib mentioned his people in the following lines toward carrying out the Quraysh common parties.

مُسْتَطرفا واصلاً تليداً مَجْداً تَعَرَّفا مَن بالمجدِ سَبَقوا قد
مُخلَّفا مَسعاتِهمْ عَن وصارَ هَفا جاراهُمْ أنفَ الرِّيحِ أنَّ لو
سَلَفا الخافِقينَ لأهل كانوا تكلَّفا مَن السَّيِّ إساةِ كلِّ من وأصبحوا
تُكَسَّفا لَنْ وأبْدَرٌ أنْجمٍ هُمْ خَلفا خَلقٍ كلِّ من
(التونجى،2012:84)

"My people surpassed by dignity over anyone who has graciously come to Arafat, who inherited the old and noble dignity. Indeed, they have quicker move compared to the magnanimity of the strongest winds, it's certainly in the

wind speed behind them. Left irritability with someone who ignores naive, they inherit the west and east. They were successor of every creature on Earth; they are such as stars and Moon that never going dark.

Boasting Toward the Tribal Warriors at the War Line

Abu Talib praised his tribal fighters, his proud of their courage in the ranks of militancy and their honors at the war. Even his tribe warriors come together to fight against the time. The following lines prove it:

<div dir="rtl">

ومَوقِفٌ في الحـرْبِ أسنى مَوْقِفا أسْدٌ تَهُدُّ بالزَّئيراتِ الصَّفا

تُرغِمُ مِن أعدائهنَّ الآلَفا وتدفعُ الدهرَ الذي قد أجْحَفا

(التونجي،2012: 49)
</div>

My people have the most honorable position at the war place. Lions that Safa Mountain fear by their roar. My people rubbing noses of the enemies on the ground and avoids from killing people by them. "

Or in the following lines he praises endurance of tribesmen and their honor against the enemy:

<div dir="rtl">

مَعْنا أرْضَنا مِن كلِّ حَيٍّ كما امْتَنعتْ بطائفِها ثَقيفُ

أتاهُمْ معشَرٌ كي يَسْلبوهم فحالتْ دونَ ذلكمُ السُّيوفُ

ولكنَّا أهلُ الحفائظ والنُّهى وعِزٌّ ببطحاءِ المشاعر وافِ

(التونجي،2012: 81)
</div>

"We guarded our land of [against] each enemy tribe. As Saqif land was protected. For the sake of prosperity, people came to plunder it, but swords prevented them and their situations were agitated. We are wise people, support people, protect them and support their dignity and honor in Mecca.

Boasting to Generosity and Clemency of the People

Abu Talib presents his tribe as a generous and clemency one, a tribe better than the seas and the clouds:

<div dir="rtl">

لو عُدَّ أدنى جُوِدِهم لأضْعَفا على البحارِ، والسَّحابَ اسْتَرْعفا
</div>

My people are those who their generosity is greater than the seas and accelerated than the clouds.

Proud to his Tribal Chief

Abu Talib praised his uncles, Hisham and Walid, against Abu Sofian who always claimed to be the chief of his tribe.

<div dir="rtl">

وخالي هشامُ بنُ المغيرةِ ثاقبٌ إذا همَّ يوماً كالحُسام المُهنَّدِ

وخالي الوليدُ العِدْلُ عالٍ مكانُهُ وخالُ أبي سُفيانَ عَمرُو بنُ مَرْشَدِ

(التونجي،2012: 43)
</div>

My uncle, ''Hisham Ben Moqayrah'', is a wise man, if he turns zealous then he cut as an Indian sword. My uncle has a high place. Abu Sofian's uncle is Umro Ebn Morsad (it means the Abu Talib uncle has higher character than Abu Sofian uncle).

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Proud to His Father and Ancestors

Abu Talib, in the following lines, despite mentioning his tribal as a steady and immanent one in Mecca that always have been governor there, he proud to their support from the poor; so he puts these actions as themes of his lyrics. Abdul Mutallib addressed as the Master of his people by Abu Talib, a man who gave water to the pilgrims of the House of God and considered him as a great and generous character and he is proud of that.

الأعظمُ	والخطرُ	العزّ	بها		لنا	قِدْماً	بمَكَّةَ	فإنّا
الأقَدَمُ	فعِزَّتُنا	حديثاً	والقائدون	الراسبونَ	له	عزَّةٌ	فيها	يكُ	ومن
نُطعِمُ	بها	وكُنّا	نُجيرُ	بها	قليلاً	وكُنّا	نشَأنا	ونحنُ
المُعْدِمُ	بها	القُتارَ	وحبَّ	الأنامَ	السنين	أزْمُ	عضَّ	إذا	نشَأنا
معَلم	الذُرىَ	منيف	ومجدٌ	الحجيج	ساقى	شيبة		نماني

(التونجی،2012 :82)

We are living in Mecca from the old days, honor, value and special position belongs to us. Anyone in this land have an honor, of course we are already ahead. We are in the steady at the valley of Mecca, are leaders and rulers of the land. We had lived it when we were a small group; we support from the weak and feed them. If crisis severely hurt and upset people, the smell of food will tempt the poor, Abdulmutallab will give water to the pilgrims, dignity and magnanimity of Abdulmutallab raised me.

Proud to be the Supporter of Prophet

Regards to being a Muslim or non-Muslim of Abu Talib, there are different views. Considering his poems it can be understand that he had Muslim and monotheist to the God and His Prophet; since he mentioned the Prophet as the last one and speak about Hadith Monazel, also talk about believes in another place. Otherwise, if reality could be different is it possible to see such things in his poems. He clearly confirmed the Prophet Orders and to prove his thoughts and utterances referred to verses from the Surah Yassin:

واللِّين	بالإسْماح	الصَّعوبةِ	بعدَ		لها	حلومَ	لا	رجالٌ	نُقرَّ	حتى
النُّون	كذي	أو	كموسى	نبيٍّ	على	مُنْزَلٍ	بكتابٍ	يُؤمنوا	أو
ياسين	آياتِ	في	تَبيَّنَ	كما	عوَج	ذي	غير	جَليٍّ	بأمرٍ	يأتي

(التونجی،2012 :95)

Similarly to beat them until they confessed their unwise men, then after difficulty turns to softness and freshness. Or believe to the book was revealed to the Prophet, Prophet who has no doubt about him as we see in the verses of Surah Yassin.

Abu Talib was the Prophet's shield defense and swore until the day of his death stand firmly with him as the mountain and encouraged him and invites others to help him. He was pride of Him. Below lyrics shows his proud to the prophet:

دَفينا	التّرابِ	في	أوسَّدَ	حتى	بجمعِهمْ	إليكَ	يَصلوا	لن	واللهِ
عُيونا	منهُ	وقرَّ	بذاكَ،	وأبشِرْ	غَضاضة	عليكَ	ما	بأمركَ	فاصدَعْ
أمينا	ثمَّ	وكنتَ	صدقْتَ،	ولقد	ناصحٌ	أنك	وزَعَمتَ	ودَعَوْتَنی،
دينا	البريَّةِ	أديان	خيرِ	مِن	بأنّهُ	علمتُ	قد	ديناً	وعَرضْتَ

(التونجی،2012 :91)

I swear to God the enemies won't touch you until I'm buried. Say God Orders loudly and clearly, do not fear that there is no defect on you, it'll be good news and be happy about that. You've invited me to Islam, you are benevolent, you are right and truthful about your saying, you gave us a religion which is the best of them, oh I know.

At the following ode, Abu Taleb speaks about his support of the Prophet (PBUH):

البُروق   لمعَ   تَلألأ   ببيضٍ   الملِيكِ   رَسولَ   الرسولَ   مَعْنا
والخَنْفَقيق   الوثائر   حان   حِذارَ   حمِاية   النّهاب   دونَ   يُذَبُّ   بِضرِب
شفيق   عليهِ   البكار   المليكِ   رسولَ   أَدُبُّ   وأحمي   أَدُبُّ
الفنيق   حِذارَ   دَبيبَ   لأعدانِه   أَدُبُّ   إنْ   وما
مَضيق   بغِلِ   ليثٌ   زار   كما   سامياً   لـهُمْ   أزيرُ   ولكنْ

(التونجي،2012: 60)

Our Prophet, the Prophet took the sword like lightning can help us tap Drkhshyd.yary prophet who is to defend the trophy away from hard times. Behold, I am the Messenger of Allah, the compassionate and supportive with the Grmyst defense. I slowly moved my enemies as the camel, because safe Mandsh the more powerful male, move with caution. [To defend the Prophet] roar like a lion from the Grove's young, he exclaimed with great love. "

Proud to his Believes

Abu Talib in his ode Ba'iyyeh proudly bit of help Muhammad and his happy like Aaron Moses's helper sees that as the right to this honor only awarded to properties:

ألم   تَعْلموا   أنا   وَجَدْنا   محمداً   نبياً   كموسى   خُطَّ   في   أوّلِ   الكُتْبِ؟

Do you not know that Muhammad is a prophet like Moses, whose name is written in the prophets of old? "

He is a religious man because his mentor knows that invites people to the truth and to the right grip of life. He has come to be the guidance. He is a messenger from the Lord parties. He is faithful, the seal of the prophets and of God's revelation and does not speak out of whim. All lyrics and so he indicated his faith that your expensive spent 42 years defending the Messenger of Allah (PBUH) said:

للخَواتم   قاهرِ   ربَّ   بخاتَم   مسوَّمٌ   العبادِ   في   محبٌّ   أمينٌ
عالِم   كآخرَ   أمراً   جاهلُ   وما   وهَيبِة   عليهِ   بُرهاناً   الناسُ   يَري
نادم   سِنَّ   بها   يَفْرَعْ   ،   لا   قال: ومَن   رَبِّه   عند   من   الوحيُ   أتاهُ   نبيّ

(التونجي،2012: 84)

Khatami labeled in October, which showed Muhammad has been among the servants of love. People see proof he is also in awe of him doing something he is not aware of his work. He is a prophet that the revelation of God has come upon him and anyone who says this is not the teeth remorse and regret it stings.

CONCLUSION

Poetry of Abu Talib can be valid in understanding Islam and the Muslims in the early days of Islam. Abu Talib was a great poet of the issues surrounding the revelation to the Prophet (pbuh), the supply and promotion of the Islam and also against the infidels is well reflected in his poetry. His poetry is a mirror of the history of Islam and therefore a lot

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of different subjects composed in his poetry. Praise and admiration of the Prophet (PBUH), elegy martyrs of Islam, Muslim migration to Abyssinia and Lamiyah ode about the Abi Shahb valley and Sahifa subject; these subjects are the most matters in his poems. Boasting is very clear in his word and lyrics. Abu Taleb born in a well known tribes of Mecca and he was one of the trustees of there. He has always been proud of it. After the advent of Islam, he is a great supporter of the Prophet (PBUH) and eulogized him secretly and publicly. He mentioned Prophet of God and his religion as a clear matter; and when he talks about him be proud to himself and his people. He is also boasting about his tribal warriors, their courage, generosity, glory and honor of elders and people. Describing his people warfare on the battlefield, he said "my people have the most honorable position at the war, lions that the Mount Safa fear and shake against them. My people rubbing noses of the enemies on the ground and avoids of killing people by them.

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RESEARCH ARTICLE

The Mediating Role of Social Capital in the Relationship between Positive Psychological Capital and Organization Commitment: A Case of Iran's Ministry of Youths and Sports

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ABSTRACT

The purpose of the present research was to examine the effect of social capital on psychological capital and organizational commitment in the employees of Iran's Ministry of Youths and Sports. 123 employees (72 men and 51 women) were randomly selected as the sample. Data were collected using the Psychological Capital Questionnaire of Luthans et al. (2007), the Social Capital Questionnaire of Delaviz (2005), and the Organizational Commitment Questionnaire of Allen and Meyer (1982). The face and content validity of the questionnaires was verified by experts and a Cronbach's alpha of 0.89 was obtained for the entire instrument. Data were analyzed in AMOS using path analysis and maximum likelihood estimation. The results indicated that positive psychological capital is positively associated with organizational commitment and that social capital plays a mediating role in this relationship. Also the model adequately fit the data.

Key words: Social Capital, Psychological Capital, Organizational Commitment.

INTRODUCTION

We are living in the age of war for talent, where human resources play a central role in organizations. Identification, attraction, retention, and development of talents is a major challenge for organizations (Forouhar et al., 2011). Psychology has had a major role in increasing organizational efficiency and employee empowerment. Achieving competitive advantage is also facilitated by psychology. There is a new focus on growth psychology that studies the healthy aspects of personality (Schultz, 1977). This new approach, also called positive psychology, has received attention in the organizational context, with positive organizational behavior emerging as an influential movement. Various psychological constructs have been examined in relation to organizational outcomes, but hope, self-efficacy, optimism, and resiliency have been studied the most.

Luthans et al. (1999) defines positive psychological capital as the positive and developmental state of an individual characterized by high self-efficacy, optimism, hope and resiliency. Judge and Bono (2001) found that positive traits such as self-esteem, self-efficacy, locus of control, and emotional stability were significant predictors of job satisfaction and job performance. Various studies have been done on the relationship between psychological capital and organizational outcomes. The positive relationship between psychological capital and organizational citizenship behavior, satisfaction, participation, performance, reduced absenteeism, and lower anxiety has been extensively examined.

Employee commitment is a major concern for organizations, as it can affect their performance and efficiency. Committed employees identify with the goals of the organization and have a psychological attachment to it. Identification of factors that affect organizational commitment and attachment can help organizations improve their performance and attract capable individuals (Balfour and Wechsler, 1996).

Organizational commitment is a person's psychological bind to the organization (Moorhead and Griffin, 1992). Meyer and Allen (1997) propose that organizational commitment is experienced by the employee as three mindsets, including affective, normative, and continuance commitment. Affective commitment is the employee's positive emotional attachment to the organization. Normative commitment reflects commitment based on perceived obligation towards the organization. Continuance commitment is based on the perceived economic and social costs of leaving the organization.

Social capital is another factor that affects organizational outcomes. It is defined as networks together with shared norms, values, and understandings that facilitate cooperation. Social capital is crucial for creating sustainable competitive advantage and even contributes to the creation of human capital (Luthans and Youssef, 2004). Studies have also shown that social capital and positive psychological capital are linked. Several studies have shown that increased psychological capital can lead to higher organizational commitment (Luthans et al., 2007; Zhong, 2007; Guojuan and Jingzhou, 2010; Vohra, 2009). Hodges (2010) found significant correlations between psychological capital, employee engagement, and performance. Huang and Lin (2013) showed that psychological capital positively moderated the relationship between career capital and career success. They added that psychological capital represents the cognitive resources that can help individuals maintain the motivational energy to adapt and identify with work throughout their careers.

Social and psychological capital can significantly affect organizational outcomes. The aim of this research was to find whether social capital can have a mediating role in the relationship between psychological capital and organizational commitment.

MATERIALS AND METHODS

Methods

The present research was descriptive-correlational. The population consisted of the employees of Iran's Ministry of Youths and Sports. 123 employees (72 men and 51 women) were randomly selected as the sample. Data were collected using the Psychological Capital Questionnaire (PCQ) of Luthans et al. (2007), the Social Capital Questionnaire (SCQ) of Delaviz (2005), and the Organizational Commitment Questionnaire (OCQ) of Allen and Meyer (1982).

PCQ-24 This questionnaire was used to measure psychological capital. It consists of 2 items that measure four dimensions of psychological capital, i.e. hope, optimism, self-efficacy and resilience. Items are rated on a six-point Likert scale ranging from 1 for 'strongly disagree' to 6 for 'strongly agree'.

SCQ This questionnaire consists of 27 items that measure 4 subscales. The items are rated on a five-point Likert scale 0 'strongly disagree' to 5 for 'strongly agree'.

OCQ This questionnaire consists of 24 items that measure 3 dimensions of organizational commitment, i.e. affective, normative, and continuance commitment.

The face and content validity of the questionnaire was verified by 10 experts, and a Cronbach's alpha 0.89 was obtained for the entire instrument. Data were analyzed in AMOS using path analysis and maximum likelihood estimation.

RESULTS

The estimated parameters included direct effects and indirect effects. The conceptual model includes 3 manifest variables: psychological capital is the exogenous variable, social capital is the mediating variable, and organizational capital is the endogenous variable. The conceptual model with estimated path coefficients is provided in Fig. 1. The goodness of fit indices in Table 1 indicate the model adequately fits the data ($\chi^2/df = 2.11$, which is less than 3; RMSEA is 0.06, which is less than 0.08; CFI, NFI, IFI, TLI, and GFI are respectively 0.93, 0.90, 0.89, 0.87, and 0.91).

DISCUSSION AND CONCLUSION

The purpose of this research was to examine the relationship between psychological capital and organizational commitment with an emphasis on the mediating role of social capital. The results showed that the indirect effect of psychological capital on organizational commitment is 0.54 (sig. = 3.44). The t-value for this coefficient was 1.96 at the 0.05 significance level. Therefore this coefficient was significant. It can thus be argued that there is a significant positive relationship between psychological capital and organizational commitment with the mediating role of social capital. The results suggest that one unit change in psychological capital changes organizational commitment by 0.54. Therefore, psychological capital along with social capital can have a more significant impact on organizational commitment and performance. The present findings are consistent with the results of Luthans et al. (2007), Zhong (2007), Guojuan and Jingzhou (2010), and Vohra (2009), who also found that increase in psychological capital increases organizational commitment.

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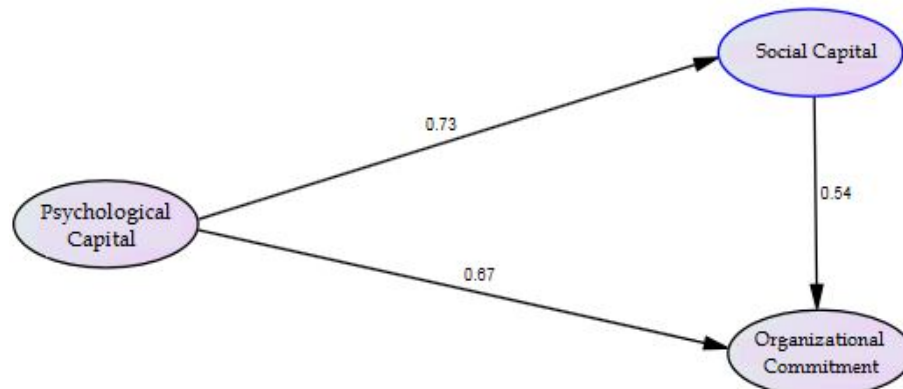
Figure 1. The conceptual model with estimated path coefficients

Table 1. Goodness of fit indices

Indices	χ^2/df	P	CFI	NFI	IFI	TLI	GFI	RMSEA
Observed Value	2.11	0.000	0.93	0.90	0.89	0.87	0.91	0.06

RESEARCH ARTICLE

The Study of the Relationship between Work Ethics and Customer Satisfaction

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ABSTRACT

The main reason of this research is to study the relation of work ethics and customers' satisfaction in body building and physical readiness clubs in Kurdistan. The method of this research is descriptive and correlation and it has been done under a field method. The population of this research is the staff and costumers of body building and physical readiness clubs in Kurdistan. The clubs' staff is 145 people. The sample is 105 people using Morgan table and because the research has two populations, synchronization has been used and the same amount of samples has been chosen for the customers. For collecting work ethics' data Gregory C. Petty's questionnaire (1990) has been used. Its validity is 0/76 and its stability is 0/81. To measure the customers satisfaction Huang questionnaire has been used, its validity is 0/78 and its stability is 0/86. To analyze the data Kolomogrov- Smirnov test, Pierson correlation test and simple regression have been used. The conclusions show that there is a significant relation between Islamic work ethics and customers' satisfaction (p-0/05). The components of work ethics are correlated with satisfaction 0/39. The coefficient of determination is 0/15 and shows that 15 percent of satisfaction variance can be explained using predictor variables (work ethics variables). It is also seen that perseverance components human relations in work and partnership have significant prediction potency.

Key words: Work Ethics, Customer Satisfaction, clubs

INTRODUCTION

Nowadays, ethics is one of the most important topics, and during recent years, great interest is growing by researchers and theorists towards different harmful and negative behaviors in the workplace (Gol Parvar, 2011). Today managers have achieved this result that organizations cannot be run only by laws and regulation, but next to them, ethics is required as another tool. Experts believe that for better management of organizations, ethics is necessary to be placed on the side of law, self-control be replaced by other-control, and ethic goals become the ethic laws (Conaock and Jones1, 1988). Today, in industrialized countries, the work ethic is known as one of the factors affecting the development of countries (Mohammadkhani and Mohammadi, 2013). Ethic is the value rules and norms of a society which is reflected in the behaviors of its individuals. Ethical issues are in fact, a major problem in organizations, because it shows the contrast between economic performance (that by means of income, costs and profits is measured), and social performance (that is expressed in the forms of obligations towards others, inside and outside the organization) (Adel, 2008). And also because of complex organizations' environment and increase in immorality, illegal and irresponsible actions at work, managers and experts' focus is on ethics and moral management (Faghihi, 2012). On the other hand, observing ethical issues by organizations is crucial in today's economy and ethical behavior of organizations plays a key role in forming and maintaining long-term relationships between organization and its customers (Roman, 2005). Researches also show that organizations in line with the observance of ethical issues will cause empowerment of customers, their satisfaction and ultimately gaining competitive advantage for the organization in the future (Gozante, 2001). In this regard, changes in the concept of marketing in the last decade, has led all organizations and all businesses towards customer orientation. The final recommendation of all new marketing approaches in competitive markets is based on maintaining customers (Amirshahi, 2009). Given the importance of customer satisfaction in the field of world economic activity, the customer-oriented attitude and customer satisfaction is considered one of the basics of business, and lack of attention to these principles will follow the possibility of being removed from the market; because if the goods and services fulfill customer's expectations, a sense of satisfaction will be created and repurchase (re-presence) or encouraging others to purchase, helps the survival of that organization or firm (Dadkhah, 2009). Sports organizations also are no exception and must take steps to keep customers and their satisfaction. It seems work ethic will be a good strategic exercise for the satisfaction and retention of customers (Afchangeh et al, 2013). When customers observe ethical principles in organization behavior, will believe that the organization is reliable and it does not use opportunistic behaviors. As a result, they are more likely to have continuity in relations (Hens, 2009). In fact, customers will trust the organization, when they infer the observance of ethical issues in action. Therefore, work ethic and customer satisfaction as well as their willingness to re-present, has attracted the attention of researchers and marketers (Roman, 2003).

Jan (2004), knows trust as "the organization belief in good will and mutual credit organization", therefore, trust within the framework of trade relations has two dimensions: credibility and goodwill trust, that in a club, reflects customer opinions about quality and reliability of services presented by the club (Kim, 2010). Also, Trawik's research shows that observance of ethical issues has a profound impact on supplier selection by the customer (Baradari and Ranjbarian, 2011). Also, Rois has studied the Influence of observance of ethics in sale on forming convenient relationships between sellers and customers in financial institutions. And the result of this study represented that observance of ethics in sales had a positive effect on customer satisfaction, trust and commitment to the service providers (Roman, 2005). Regarding this point that customer satisfaction is the basic condition for the survival of the organization. So, organization structure is clients' basis and attention to them, would be an optimal structure. Customers who are more satisfied are more likely to purchase again (Asemani, 2013). So the club manager must attract more customers, maintain most of them and lose less, because Customer attraction costs several times the cost of maintaining it. Understanding what sport customers expect and Commitment to do something that was entrusted to them, will create the possibility of outranking and stand out (Saeidi et al, 2015). In the end, according to previous researches, the presence of customers is important as the main factor of making income and clubs survival, and as

well, their needs and expectation should be met for participation in sport activities. Therefore, considering the importance of ethical standards by organizations and sports clubs, the main objective of this research is the study of work ethics and customer satisfaction in sport clubs (body-building and fitness) of Kurdistan province, and the researcher decided to investigate about it.

MATERIALS AND METHODS

The present research is descriptive in terms of data collection in correlation method, in terms of target is practical, and a survey was carried out. The statistical society of this research is gym and fitness club staff, and gym and fitness club customers in Kurdistan, that the number of staff is 145 people. The sample was 105 people based on Morgan table. And because the research has two statistical populations, the assimilation method was used and also, the same sample number was used for customers. To collect data, the ethics questionnaire of Geri gory (1990) was used, that includes 23 questions, and had components of interest in work, perseverance in work, human relationships in the workplace and collaboration in work. And its reliability and validity in order was 0.76 and 0.81. To measure customer satisfaction, Hwang questionnaire (1998) was used, that includes 19 questions and had components of club appearance, staff, facilities, promotion, and available equipment, and its validity and reliability in order was 0.78 and 0.86. For data analysis, descriptive statistics index such as average, medial, standard deviation, frequency and table was used. Also, to evaluate the research results, Klomogrov-Smirnov test, Pearson correlation test, and simple regression was used. It should be noted that all statistical operations was done by statistical software of SPSS-21.

RESULTS

According to table 3, the rate of Z and the level of significance in Kolmogrov-Smirnov test, in all variables, the rate of P is larger than 0.05. As a result, these variables showed normal distribution. Therefore, to analyze the data, Pearson correlation and regression are used.

According to the results of table 4 that shows sig< 0.05, so the null hypothesis at the significance level of $0.05 = \alpha$ is rejected. It means that there is a significant relationship between work ethics and customer satisfaction in gym and fitness clubs of Kurdistan.

According to the results obtained from table 5, the correlation coefficient is 0.39. It means the components of work ethics totally have 0.39 of correlation with satisfaction. The coefficient of determination is also equal to 0.15 and shows that 15% of the variance in satisfaction can be explained by predicting variables (components of work ethics). Also, it is clear that the components of perseverance in work, human relationships in work, and collaboration in work have a significant predictive power (p< 0.05).

DISCUSSION AND CONCLUSION

The aim of the present research is the study of the relationship between work ethics and customer satisfaction in sport clubs (bodybuilding and fitness) in Kurdistan province. The first finding of the study has shown that there is a positive and significant relationship between work ethics of sport clubs and customers satisfaction in these clubs that mean, increasing the amount of work ethics in sport clubs would cause customer satisfaction (p< 0.05). This research also represents that there is a positive relationship between the four dimensions of work ethics from Gregory's view, i.e. interest in work, perseverance in work, human relationships in the workplace, and collaboration in work in sport clubs, with customer satisfaction. This means that with an increase in each of these dimensions, the rate of satisfaction increases. Perhaps it can be said that one of the most important factors to draw customers towards the sport clubs, and can affect their satisfaction, is staff's work ethics in sport clubs of bodybuilding and fitness. Since the

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purpose of these clubs is to attract maximum customers and thus earn high profit; through improved work ethic that includes, favorable response to customers, being businesslike, providing satisfactory services, understanding the needs of customers and trying to meet their demands satisfaction can be provided. The result of factor analysis in examining various items of components of customer satisfaction shows that it is mostly effective in satisfaction, trustworthiness and accountability. Therefore, the services offered to customers at sport centers should be close to customers' expectations and the purpose of managers of sport clubs (bodybuilding and fitness) in Kurdistan should be with promotion in work ethic and zero gap between customer expectations and perceptions; because the work ethic provided closer to the expectations and demands of customers, the more is the customers satisfaction levels. Researches confirm the point that outstanding services should be determined by the demands and expectations of customers. If the services be very interesting in supplier's view, but fail to satisfy customers, these services are not considered outstanding. Thus, the main goal of bodybuilding and fitness sport clubs management in Kurdistan is attracting customer satisfaction and good relationship of management with customers. Work ethic has a direct connection with satisfaction level and customer retention and generating greater profits for the center. Furthermore, providing favorable work ethic to the customer requires a system that holds the customer's pulse. Therefore, the findings of current study is generally in line with the findings of Corona, Eloroniva, Leo, Poulak, Joga, Hack Ley and Ramezani, Ghahfarokhi, Seyed Javadin, Gohar Rostami, Hamzeh Pour Saeidi et al. Of other results of the study, the relationship between work ethic and satisfaction can be noted that according to table 4, load factor of work ethic is 0.078 and load factor of satisfaction is 0.069, and it indicates that this is a very strong and favorable relationship. When a club can offer good ethics and the ethics of its staff is good and meet customers' needs, customers are willing to pay more fees to use that club. On the other hand, satisfaction is achieved and also it leads to gain more profits. This is consistent with the results of the findings of Corona, et al (2000), Leo (2008), Hamzeh Pour Kheradmardi (2012), Seyed Javadin, et al (2010), Ramezani (2004), and Saeidi, et al (2015). Also, Ramezani take into account accountability as an important factor in customer satisfaction and in support of this conclusion noted that there is a significant relationship between socio-economic status of customers and their satisfaction. According to the results of table 5, the correlation coefficient is 0.39. That is to say a total of 0.39 work ethic components are correlated with satisfaction. Finally, it can be said that all components of work ethic have significant predictive power. This finding does not mean that work ethic is unimportant. The effect of satisfaction that is the mediator variable, is the interface between work ethics perceived by customers. It means that if the provided work ethic be better and more favorable, it will lead to satisfaction if it is higher than customer expectations level. So, identification of customer perceptions and the supply of services at a higher level than this increases customer satisfaction, which shows the importance of work ethics in sport centers. And it is consistent with findings of Jalal Farahani, et al (2013), Saatchin, et al (2011), Seyed Javadian, et al (2008), Hack, et al (2010), and Le, et al (2011).

It can be concluded that due to the increasing awareness today, customers have a comprehensive understanding of satisfaction. Since that a satisfied customer is more likely to continue buying services and do oral advertising or increase the use of the club's facilities and services, attention to work ethics of the club's staff and managers, will have an effective role on the development of their perception of satisfaction. What is important is that managers and directors of bodybuilding and fitness clubs in Kurdistan province, with action on their promises which includes: providing more objective services (club's appearance), favorable supply of sport services and providing modern equipments (promoting and available equipments), the reliability of quality claim (facilities), handling customers' questions and complaints, connection with customer (personnel), can act better for satisfaction of their customers and the attention to each one of them in this province. At the end it could be offered to managers of sport centers based on the highest customer expectations for quality improvement should increase Knowledge and skills of staff and instructors in response to customers' needs. It also recommended that managers advise their staff, when customers refer to the club, apply all their efforts in providing better services. Because the first experience of customers is important and can guarantee their future reference or leave an unpleasant memory in the minds of customers. As the final solution of this research, it can be said since most of the people in the research are in the age range 21 to 25 years old, and mostly are the young people of the society, proper planning for their diverse tastes can be effective in their presence in sport clubs.

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Table 1. Personal information of gym and fitness clubs' staff

Percent	Variable	
72/9	male	gender
27/1	female	
15/7	5 –1	job experience
25/5	10 –6	
29/4	15 –11	
21/6	20 –16	
5/9	25 –21	
4	Lower than 20	
19/7	25-21	Age
25	30-26	
43/8	35-31	
9/5	Above 35 year	

Table 2. Personal information of clubs' customers

Percent	Variable	
70	male	gender
30	female	
3/9	500–300	Income level (Tomans)
31/4	800–600	
64/7	800 above	
29/7	Lower than 20	Age
33/8	25-21	
25	30-26	

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9/5	35-31	
4	35 above	
21/8	Lower than 6 month	Record Date
49/5	6 Month -1 year	
18/8	1-2 year	
9/9	Above 2 year	

Table 3. Results of Kolmogorov-Smirnov test

Sig	k-s-z	Questionnaire
0/61	0/82	work ethics
0/40	0/85	customer satisfaction

Table 4. Relationship between work ethics and customer satisfaction

R	Sig	Min	Variable
0/078	0/001	3/725	work ethics
0/069	0/001	3/152	customer satisfaction

Table 5. The results of multivariate regression to predict the level of satisfaction, according to work ethics

Sig	T	B	R^2	R	Sig	F	The criterion variable	Predictor variables
0/22	1/21	0/15					customer satisfaction	Interest in work
0/001	4/66	0/39	0/15	0/39	0/001	9/94		Perseverance in work
0/002	−2/32	−0/27						Human Relations in Business
Partnership work								
0/001	0/19	0/23						

RESEARCH ARTICLE

The Effect of Leisure Time on Happiness between Students of Tehran Province

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ABSTRACT

Today it has been proven that exercise and physical activity have an important and constructive impact on human body and mind. Sport at school between students is enjoyable and useful. Given modern sedentary lifestyle, finding the best way to spend the leisure time has caught the attention of managers, planners and authorities. Paying attention to sports psychology and positive emotions such as happiness is a vital issue. Investigating the effects of leisure time on the student's happiness is the subject of the present study. The statistical population of the present study consists of 274 girls students who are chosen from 3,5, 7 and 12 districts of Tehran of whom were selected availability as an adequate sample size. The research method is descriptive and regression and t-test were used. Moreover, this study uses a researcher-made questionnaire used by Ershadi in 2011 with a Cronbach alpha of 0.93 which includes 23 items with 2 subscales assessing leisure sports activities and non sports activities,. Furthermore, Oxford Happiness Questionnaire (OHQ) with a Cronbach alpha of 0.86 has been standardized by Hadinejad (2010) and includes 29 items with Self-esteem, satisfaction, subjective well-being and positive mood subscales. The results indicate that there is a significant correlation between leisure and its components and happiness and its components in students. Besides, there is a significant correlation between leisure time and happiness. There is also significant multiple correlation between leisure time and happiness in students. In addition, parts of the student's happiness levels were directly explained by sports activites and non sports activities, with an error rate of 0.083. It is suggest doing more research about groups.

Key words: Leisure Time, Happiness, Students

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INTRODUCTION

Since a long time ago, man has been contemplating on how to have a better life, what will fully satisfied him and through which mechanisms he can enjoy this word. All of these is related in some way to the concept of happiness and exhilaration (2009). Happiness and exhilaration are among the most urgent innate demands and psychological needs which due to their major impacts on the health and development of the society have preoccupied human beings for a long time that now many nation are somehow trying to create a happy and joyful society because it seems that happiness, in one hand, prepare man for a better and more efficient life and, on the other hand, because of its contagion increases individual depend on environment. Happiness as a ground for positive psychology has attracted a lot of attention. Sach (2012) and Lim (2010) define happiness as a set of emotions and a kind of cognitive evaluation of life and consider it as a hierarchical and multidimensional concept composed of cognitive, emotional and social components. One of the major challenges which modern human societies are faced with is the appropriate and effective use of the free time that people have. For this reason, improving mental health, reducing crime and unemployment rates, promoting vitality and paying attention to real needs which are vital both for individuals and the society seem to be necessary. In this regard, exercise as a multidimensional tool with broad impacts and valuable roles can be used by people to relive emotional, mental, and physical pressures (Kerdgar, 2011). Research findings have shown that exercise and physical activity besides having an important and constructive impact on human body and mind are the best way of spending leisure time. Several studies have also made it clear that recreation activities especially sporting ones in free time have myriad effects on human mental and physical health (Amirtash, 2004). Unfortunately, it seems that despite the importance of sports at schools as an essential part of healthy life there is little attention to the relationship between joyful physical activities of students and their happiness. Recognizing how students spend their leisure time, both its function on the exaltation of their spirit and mind and signs of prevailed culture among them can be identified. Participating in sports activities besides improving the physical abilities of this class of people relieves their mental and psychological tensions. Furthermore, one can expect that enriching the leisure time with recreational and sport activities has a positive impact on efficiency. Given the lack of information on this field, the preset study will be a starting point for scientific attention to ballet athlete executives and authorities planning for this interesting exercise. Wang (2002) in his research based on the principles of WHO showed that the mental and physical health and happiness of athletes are directly related to each other. The research was conducted among cyclists. Hilles and Argyle (1998) in a study titled positive moods derived from leisure and their relationship to happiness and personality" stated that sport and exercise increase happiness. Goudarzi and Hemayattalab (2006) in a study named comparison of happiness factors in individual and team athletes of Tehran University" found that the happiness in students participating in team sports is more than that of individual athlete. And Hong (2010) who investigate participation in sports and happiness of American commercial companies, Survillance and Pattern, staffs in their leisure time. Conducted on 350000 subjects, the research showed that providing of sporting facilities result in staff participation in sports and increases their satisfaction and happiness. According to statistics published in England (2012), 5-11 year-old children have a tendency toward cycling but comparing with previous years it has a decrease of 1.5 percent. While, adults tend to watch TV in their leisure time and their tendency has increased by 34 percent. Statistics relating to children happiness and a 0.9 percent decrease in adults happiness are interesting. Ngonyo(2014)found that atmosphere of job is effective on happiness-self efficacy of the employees. So we want to know how is the effect of leisure time on happiness between students of Tehran province.

MATERIAL AND METHODS

Methods

Investigating the relationship between leisure time and happiness of students of elementary school especially for girls, can be useful for managers to plan for all students in the best way to have a healthy and cheerful society, so the present study has a descriptive correlation design. In terms of purpose and period, it is an applied and prospective

study, respectively. The statistical population of the present study consists of 700 elementary students at 4th,5th grades who are exercising at school ,and selected from 3, 7 ,5 and 12 districts of Tehran. Since it is possible to access the entire population, it is a finite statistical population with a specified list. The sample size was 274 students who returned the completed questionnaire. Moreover, this study uses a researcher-made questionnaire used by Ershadi in (2011) with a Cronbach alpha of 0.93 which includes 23 items with 2 subscales assessing sports activities, non sports activities. Furthermore, Oxford Happiness Questionnaire (OHQ) with a Cronbach alpha of 0.90 has been standardized by Hadinejad (2010) and includes 29 items with Self-esteem, satisfaction of life and person, subjective well-being and positive mood subscales which were evaluated in quintuple spectrum ranging from very low, low, medium, high to very high. The face validity of the questionnaire was approved by ten professors and scholars. And SPSS soft ware was used by regression and T-test for analyzing data.

RESULTS

To study this research, the researcher used one sample t- test based on results of the Kolmogorov–Smirnov test which showed the situation of variables are normal. On this basis, the researcher considered Likert 5-point scale of the questionnaires used in this research .This hypothesis test was significant in significance level of $p<0.05$. These results can be found in Table. This means that the two components (sports activities and non sports) of leisure times of students are relatively good

Also, in accordance the hypothesis of the study, one-sample t-test was used for happiness which based on the results of this study the test is acceptable at a significance level of $p<0.01$. This means that the components of happiness in students are relatively good. These results can be found in Table 2

Also, there was a significant correlation between leisure and happiness in the students.

The results of this test indicate a significant correlation between all criteria and indicators of the mentioned variables according to table3.

The highest correlation existed between the Sports activates and happiness ($p<0.001$, r= 0.7) and the lowest correlation existed between non-Sports activates and positive moods ($p<0.01$, r=0.289). Furthermore, there was a significant multiple-correlation between the components of leisure time and happiness in the students. To address the main hypothesis of the study, regression analysis was simultaneously conducted on leisure time's components as independent (predictor) variable happiness as dependent (criterion) variable. The results of multiple correlation coefficient indicate that there is a positive and significant relationship between leisure time's components and happiness (r=0.654, $p<0.01$). Representing the percentage change in dependent (criterion) variable caused by changes in independent (predictor) variable, the coefficient of determination, R^2, indicate that 65.4% of variance in students happiness is contributed to the components of leisure time and the rest 34.6% is related to other factors outside of the proposed model (according to table4)

The statistics relevant to standard error are also presented as follow. On this basis, the average standard error of estimate of the regression equation was 0.083 which had bas been added to regression equation. Multiple regression results (tables 7) show that sports activities leisure time (t=2.12, $p<0.01$), non- sports ativities (t=3.56, $p<0.01$), health (t=2.61, $p<0.01$) and satisfaction with leisure (t=21.88, $p<0.01$) are eligible to predict happiness in students. The results of regression line slope (B) in the case of predictor variables show that there is a direct relationship between sports activities (B=1.84), non-sports activities (B=0.08) standardized beta coefficient is also used as a measure of relative importance of variables. Thus, comparing sports activities (1.66), non -sports (0.62), one can realize that active leisure time is more important than other variable in predicting student's happiness. So, student's regression equation has been conducted regarding predictor variables (sports activities, non- sports)

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Based on these results and the regression analysis the amount of happiness in students(Y) will change in line with sports activities (X_1), non-sports activities; in other words, some amount of student's happiness is determined by sports activities, non-sports activities.

DISCUSSION AND CONCLUSION

Human have always seek for more welfare. One of the major challenges which modern human societies are faced with is the appropriate and effective use of the free time that people have. With increasing production and supply of modern and super modern tools which can provide the most demanding services in a split of time as well as the reduction of working hours or whispers of early retirement schemes approval, the leisure time issue becomes more complex and intractable. In recent decades, many researchers and authors have shown interest in joy, happiness and life satisfaction. "Happiness" is a psychological concept that has various definitions and dimensions. In dictionaries, this word has become synonymous with delight, pleasure, prosperity, joy and exhilaration. Happiness is defined as the sum of pleasures minus pains and as a combination of maximum positive affect plus minimum negative effect.

In fact, the results indicated that students consider the leisure time with two components (sports activities, non-sports activities)to have an appropriate effect on themselves. These results is in the agreement with that of Soltani (2012) who compare the happiness factors in team and individual athletes. Happiness and satisfaction levels were significant in both cases, leading to their physical health. They also concur with that of Wang (2002) who based on the principles of WHO showed that the mental and physical health and happiness of athletes are directly related to each other. The study is also in according with a study investigating dancing and its positive impacts on physical and mental health and happiness of people whose results showed the significant positive impacts of leisure time with effect of sports activities on happiness and physical health as well as healing a lot of their diseases. Hilles and Argyle (1998) in a study titled positive moods derived from leisure and their relationship to happiness and personality" stated that sport and exercise increase happiness. Goudarzi and Hemayattalab (2006) found that the happiness in students participating in team sports is more than that of individual athletes. And Hong (2010) investigated participation in sports and happiness of American commercial companies, Survillance and Pattern; survey showed in staff participation in sports and increases their satisfaction and happiness. That is according to our research. pleasurable b and happiness of leisure times about students; due to group exercises reinforces a sense of engagement; it brings peace and strength to mind and relieves tension because of physical fitness; finally, improving life skills and enhancing physical and mental health of athletes can be attributed in positive results of its exciting exercises. So, due to the significant impacts of physical activities on physical and mental health, happiness, strengthening of social ties and enriching leisure time, which have a profound impact on pressure reliving and increase of happiness, it is desirable to study the relationship between recreational physical activities and happiness of students and information lays the foundations for planners. Results indicate the significant relation between joyful leisure time specially sports activates and happiness of students, In addition to happiness and positive affect, impacts physical and mental health of people which has a decisive role in the field of mental health. Life satisfaction and feelings of usefulness leads to great efforts to great efforts to achieve success and meet community norms. A happy individual achieve considerable success and progress in his education. Life satisfaction and happy leisure time alongside our rich and invaluable Islamic society with its proper socio-cultural norms and standards of good morals will bring youths to happiness and perfection. It is recommended to replace happiness with another variable and investigation its relationship with leisure time via a sport-oriented approach. In future research, other assessment tools can be used on the study of leisure.

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Table 1- One sample t- test statistics obtained from analysis of leisure time of the students.

Criteria	Mean	Standard deviation	T	Degree of freedom	Significance level
Leisure time	3.547	0.55	20.847	273	0.001

Table 2- One sample t- test statistics obtained from analysis of happiness of stududents.

Criteria	Mean	Standard deviation	T	Degree of freedom	Significance level
Happiness	2.827	0.282	13.389	273	0.001

Table 3- Matrix of correlation coefficients between leisure time and happiness among students

Variables	Life satisfaction	Self esteem	Well-being	satisfaction	positive moods	happiness
Sports activates	**0.689	**0.553	**0.538	**0.632	**0.712	**0.7
Non-sports	**0.441	**0.462	**0.334	**0.546	**0.289	**0.546

0.01<p   ** : 0.05<p*:

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Table 4- results of multiple correlations between components of leisure time and happiness in students

Regression model	sd	R²	R	N	P
concurrent	0.083	0.428	0.654	274	0.000

Table 5- Results of regression analysis between components of leisure time and happiness in the students

T value	Standard coefficient	Nonstandard coefficient		Significance level
	Beta	Sd.Er	B	0.01
6.99	-	0.98	0.14	0.000
2.12	0.66	0.3	1.84	0.036
21.88	0.62	0. 32	0.08	0.000

$Y = a + b_1 x_1 + b_2 x_2$

$Y = 0.14 + 1.84 (x_1) + 0.08 (x_2)$

RESEARCH ARTICLE

The Relation between Perceived Values and Loyalty of Customers of Sports Facilities Tehran's 19th District's Municipality

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ABSTRACT

What is known is that the activities regarding marketing are generally based on customer value. In this regard, the purpose of the present study is to study the relation between perceived values and customer loyalty. the population of this research includes the entire customers of sports facilities of Tehran's 19th district municipality among whom a number of 170 individuals were selected as the sample through a random sampling method and based on Cochran's formula. For the purpose of data collection and analyses the Egret and Olga's questionnaire of perceived value (2002) and Allen's questionnaire of Customer loyalty (1990) were used. The total reliability of research instruments were measured respectively as 0.84 and 0.88 for each questionnaire in an introductory study. For the purpose of data analysis the descriptive statistics and illative statistics were incorporated. Findings indicated that there exists a significant and meaningful relation between perceived values and customer loyalty. In addition, the sub-scales of querying, oral presentation and perceived values had a significant and meaningful relation with loyalty but there were no significant relations between satisfaction and intention. Therefore sports facilities can create effective mutual relations between perceived values and loyalty of their customers and increase the loyalty of their customers through forming values.

Key words: perceived value, sports facilities, customer loyalty

Razieh Olamayi and Hamid Sadjadi Hezaveh

INTRODUCTION

Nowadays realizing and predicting customers' needs are crucial for production factories and service providing firms in order to obtain competitive advantages. Customer is the key element in amplification of benefaction and survival of organizations and orientation of all goals, strategies and resources are based on the act of attraction and maintenance of customers. Maintenance and amplification of customers loyalty is considered as a strategic challenge for organizations which re concerned with the issue of maintaining and developing their competitive status on the market (Suaten and Klein 2003). Also in the context of sports the context of loyalty is one of the most important issues in a way that if sports facilities and organizations have a proper understanding of effective elements on customers' loyalty, they can make a better and more efficient use of positive feedbacks of satisfied customers base, because realization of expectations and demands of customers leads to their (customers) higher levels of satisfaction and causes them to stay loyal towards services and even they might propose the services to others as well (S. Javadin et al. 2011).   But since organizational resources are limited, the organization's management is not able to continuously identify and program for all effective elements on customers' loyalty. Therefore, he or she should emphasize on points and elements that can impose the most significant effects on loyalty. There have been several various researches regarding this context and it has been turned out that satisfaction (Mahmoodi, 2012; Traverse et al, 2009) quality of services (Bagheri and Rahim nia, 2014), trust (Hussein Nejad 2015; Carjilto et al. 2012) and etc. are all effective on loyalty. In these researches (Wave et al. 2014; Ramsok Monoral et al. 2015) it was concluded that perceived value is somehow related to customers' loyalty and can be an anticipatory element for loyalty.

Here, the perceived value of customers is the basic element for firm's competitive strategy. This concept has received a lot of attention during the recent years (Traverse et al. 2009). And there have also been several different researches regarding its relationship with loyalty. Among these researches we can refer to the results of the research conducted by Rahim nia and Bagheri (2014). Results of this research indicated that the quality of services, image of the firm and perceived value are all effective on customers' loyalty and in addition to that, customers' satisfaction plays a moderator role on the relation between these variables and customer loyalty. Also Haut and Esker (2013) have concluded that perceived value has a direct and significant relationship with loyalty. On the rest of performed investigations by Wave et al. (2014) also have studied the effect of perceived value on loyalty on the basis of a conceptual framework. Results of this research indicated that value positively affects attitudinal loyalty, behavioral loyalty and the intention of loyalty but also Ramsok et al. (2015) indicated that there are no meaningful relations between perceived value and customer loyalty.

With respect to provided content it turned out that customer loyalty has been one of the main concerns of researchers during recent years. On one hand, these researches are becoming more prevalent in the context of sports but what is obvious is that the results of these researches do not always comply with each other and in some cases they approve or deny each other. This process cannot help us with providing a full comprehension of the behavior or customers and consumers and also it cannot depict the relation between mentioned variables, therefore the main question of this research is that if there are any relations between perceived values and loyalty of the customers of sports facilities or not?

MATERIAL AND METHODS

Methods

The present research is a correlative study which was performed under field methods. Its population is consisted of the entire customers of sports facilities of 19th district of Tehran and among this population a number of 170 individuals were selected as the sample through a random sampling method and based on Cochran's formula. For the purpose of data collection the Internet, books and articles regarding the subject matter and literature of the

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research were used. For the purpose of data collection the Egret and Olga's questionnaire of perceived value (2002) and Allen's questionnaire of Customer loyalty (1990) were used. The total reliability of research instruments were measured respectively as 0.84 and 0.88 for each questionnaire in an introductory study. For the purpose of data analysis the descriptive statistics and illative statistics were incorporated.

RESULTS

As you can see in table 1, in analysis of illative findings of this study it has been turned out that there exists a significant, positive and meaningful relation between perceived value and loyalty of the customers of sports facilities of the 19th district of Tehran. Also the calculated determination coefficient indicated that 10.89% of the variance of these two variables is shared.

Also it turned out that among the sub-scales of perceived value it was only the scales of querying, oral representation and perceived value that had a significant and positive relation with loyalty. On the contrary, there were no significant relations discovered between intention and satisfaction and customers' loyalty.**DISCUSSION AND**

CONCLUSION

The purpose of this research was to discuss and study the relation between perceived values and loyalty of the customers of sports facilities of Tehran's 19th district. Results of testing research hypothesis indicated that there exists a significant and meaningful relation between perceived values and customers' satisfaction. In other words, as the customers' level of perceived values is increased, also their levels of loyalty increase. What is evident is that Customers' loyalty is a phenomenon which obtains more and more attention every day in present businesses because loyal customers spend more money and time on buying services and goods and therefore lead to optimization of the business and this cannot be achieved unless the value of things and services which are offered to customers in return for the money they pay, is high enough. This finding is approved by the researchers conducted by Rahim nia and Bagheri (2014); Haut and esker (2013) and Wave et al. (2014). But on the contrary the result of research conducted by Ramsok et al. (2015) does not confirm the existence of relation between perceived value and loyalty. For explaining this difference we can consider the differences between the populations of these two researches.

Also the results of research indicated that there exists a significant and meaningful relation between sub-scales of querying, oral representation and perceived value and loyalty of the customers of sports facilities of the 19th district of Tehran's municipality. Among these sub-scales, the highest relation was measured for querying and the lowest relation was measured for perceived value. There were also no significant relations discovered between sub-scales of intention and satisfaction. In adjustment of this result and conclusion we can say that customer loyalty is not a given right, its rather a score which is to be obtained. In other words, for formation of loyalty; the organization should know its' customers and should also bear a pre-planned structure in addition to proper services transformation management. In this regard, the customers are considered loyal. On this basis it is possible for three sub-scales of querying, oral representation and customers' perceived value to be present in an optimized way towards demands of customers in sports facilities of 19th district of Tehran's municipality.

In general and with respect to results of this research we can say that perceived values are one of the requirements of loyalty of sports facilities' customers and these customers are generally adjusting the indexes of their satisfaction and loyalty on these bases. Therefore, managers of sports facilities are recommended to continuously provide services which are considered as valuable services by Customers.

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Table1, Relation between perceived value and customers' satisfaction

loyalty			variable
Determination coefficient	Sig	Correlation coefficient	
%10/89	0/004	0/33	Perceived value

Table2, Relation between sub-scales of perceived value and customers' loyalty

loyalty			Sub-scales of loyalty
Determination coefficient	sig	Correlation coefficient	
%9/01	0/001	0/30	Perceived value
%27/04	0/001	0/52	query
%17/64	0/001	0/42	Oral representation
%0/6	0/324	0/08	satisfaction
%0/02	0/345	0/02	intention

RESEARCH ARTICLE

Design and Development of Strategic Plan Basic Sports at School

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ABSTRACT

Strategic planning is a process in mobilizing the organization's resources and unifying its efforts to achieve the duty and long-term objectives with respect to the internal and outside limitations of any organization. The goal of present research is to design and develop a strategic plan for basic sport at school of Tehran City. The research methodology is descriptive survey and in terms of the goal, it is applied. The data has been collected by studying documents and papers, study the literature review and gathering the views of experts in this field both in academic and executive ranks. In addition, the authors developed a questionnaire, the validity of which was confirmed by the experts and the reliability was approved via Cronbach test (α= 0.78). The questionnaire consists of 8 options for the strong point, 9 options for weak points, 10 for opportunities and 12 for threats. The collected data was analyzed by using SPSS software and descriptive statistics indexes (frequency, percentage of frequency, mean, and criteria bias) and the inferential statistics of Freedman test was used to classify each one of the internal and external factors. The statistical society of the research consisted of experts of sports for all department of the Sports, experts and managers at school .The results of the research showed that basic sport is in WO status in strategic position terms and it should use conservative strategies; and, developing strategic plan, selecting suitable strategies such as Construction of special facilities for different sports, as well as an increasing the knowledge and skills of sports teachers, with respect to the cultural, social and climatic requirements should seek existing opportunities in the outside environment to recover from its internal weak points.

Key words: Strategic plan, strong point, weak point, opportunity, threat, basic sports at school

INTRODUCTION

Today's life style deprives us from activity and movement bringing about lots of physical, physiological, psychological, and social problems. Sports as strategic tool and public sport as a logical solution can solve such problems well (Momtaz Bakhsh 2007).

Strategic planning enables managers of the organizations to identify the most suitable research methods, mission and meeting the expectations of the beneficiaries and helps them to move towards the realization of the goals by strategic execution and strategic control of the organization.

In the present world with skyrocket rate of changes, the basic sports at school are being changed as a result of increasing growth of human knowledge ,in fact they has been improved. Attention of strategic management to sport is considered as one of the basic principles in the development and expansion (Losmagi 2011)

Since in different societies, creating suitable grounds for basics sports are considered an important and national subject, and the amount of presence or absence of children in sports activities is one of the global indexes in the children's status in the society, this becomes more important in Iran and need to independent and specific environment and facilities for performing physical education and sports activities; it is necessary to provide them with more legal supports in addition to equal supports as children in other countries (Monazami, 2011). With respect to this subject and as most researches carried out in the country have mostly focused on the obstacles and limitations in the participation of different classes of children in basic sports and so far, no research has been conducted in the template of the strategic plans of basic sports for all comprehensively, this research could have a major role in developing basic sports.

The Ministry of education should improve sports in the society especially beteen Youths and children because it is considered as one of the most effective organization to promote sports.And its managers have very significant duties, it not only must think of the organizational development and responding the government, but also, it should meet the students's expectations as well.

Seyed Ameri and Mohammad Alegh (2013) in determining techniques to attract and increase citizen, s participation in Sport for All and recreational sport programs (evidence from Urmia) showed that the offered solutions about mass media, sport facilities and complexes, sport managers and programmers and education play a significant role in attracting and increasing the participation of Urmia citizens in sport for all and recreational sport programs. Therefore, allocating more time for sport in media, planning parks and recreation courts to reinforce unstructured activities such as walking and cycling; motivating citizen to attend sport activities free of charge; and the use of the expert coaches are proposed as some techniques that can improve public participation in sport for all and recreational programs Javadipour and Samienia (2012) in a research recommended invasive strategies for developing sports for all and developing strategy and future plans perspectives. In addition, suitable grounds for reinforcing the culture of sports for all in the country, increasing participation and active cooperation of organizations and entities, the realization of the goals of sports for all and employing all national capacities in line with the growth and development of sports for all in the country.

Hosseini (2010) in a research titled Determining the Strategic Status of Students Sports at Islamic Azad University showed the strategic position of sports students of Islamic Azad University in WO Zone after evaluating the internal and external factors.

The theories and models on the strategic study on basic sports mostly govern on the theories of developing regional, national and trans-national physical education and sports; because different nations and regions of the world have

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benefitted from some of the approaches and methods for improving their sports especially basic spots ; thus, the researcher studied the basic sports for all situation as much as possible that showed that regular planning for growth and development of basic sports for other countries have more than 50 years of records. Several factors have roles in this success and before anything, one may note the growth of basic sports for all plan in the framework of national plans of those countries and the effective support of governments to those plans. In addition, one may note the development of clubs for students and public sports places, attention to modern sports at school, and more over. The major factors in basic sports for in most countries include: serious support of the government to developing basic sports clubs, development of basic sports plans constantly, development of basic sports places for students art school, development of specialized associations for basic sports, effective role of governmental institutes, holding different festivals and social plans, extensive and constant marketing, creating culture and national educations for developing basic sports, financial supports of national and provisional governments, increase in activities of target groups including youth, children, the handicapped students, …having clear and developed strategies and policies to improve basic sports, the role of effective participation of private sector in the development and improvement of basic sports, saving the state and importance of basic sports as a national culture in developing social health and freshness, particularly for students in elementary grade.

MATERIALS AND METHODS

Methods

In terms of goal, the present research is applied and in terms of data collection, it is descriptive-analytical and in terms of type, it is case study because the results could not be generalized to include men.

The statistical society of the present research consists of experts of basic sports that work in Ministry of education and managers of sports especially for children. The statistical society consists of 374 people contains of experts ,managers ,physical teachers The questionnaire consists of 8 options for the strong point, 9 options for weak points, 10 for opportunities and 12 for threats. The collected data was analyzed by using SPSS software and descriptive statistics indexes (frequency, percentage of frequency, mean, and criteria bias) and the inferential statistics of Freedman test was used to classify each one of the internal and external factors. By using the views of the supervisor and advisor professors on SWOT. The 5-option Lickert scale was used to determine the amount of effects of each option. Obviously, to develop the options of this questionnaire, the views of experts and specialists in sports for all area was used.

After confirming the validity of the contents by the experts, the reliability was determined by Cronbach Alfa Coefficient; showing that it's Alfa was equal to 0.78. To analyze the dimensions of the questionnaire in the strong points, weak points, opportunities and threats which were obtained, the SWOT analysis method was used to classify and identify the strategies. After extraction and classifying the information, all collected information was entered in the computer in SPSS software package. To present the descriptive information, the frequency indexes, mean, drawing the diagram of standard bias and tables. The Kolmogorov- Smirnov test was used in the inferential statistics section to assure the normality of data and the Freedman test was used to classify strong points, weak points, opportunities and threats of basic sports. Then, in analytical section, by using the techniques of strategic studies, the scores related to the external and internal factors were determined and the strategic position of basic sports for all was specified. Based on the studies performed and the theoretical fundamentals of research, among the existing and common models in strategic planning, the David model (David 2006) was used.

RESULTS

By using the data obtained from the questionnaire and literature review and with respect to the results gained from Freedman test, the factors were arranged in priorities that showed:

SWOT analysis and Strategies

In this method, the researcher first studied to find fuller commands on the subject and in this way, the documents and papers of the Federation of Sports for All and the deputy of women and development of sports for all and research on the literature that discussed the subject and reviewed the strategies of sports development were carefully read, followed by developing the strategy in sessions with managers and experts of sports for all. To assess the internal factors, the matrix for evaluating internal factors. The results showed that the sum of factors matrix scores was more than 2.5 (2.56) that indicate the domination of opportunities over weaknesses; that is, in terms of internal factors, the basic sports has weakness. That is, the basic sports have opportunities in terms of external factors.

For the simultaneous analysis of internal and external factors, the internal and external matrix was used. The results revealed that basic sports in strategic state, it is in WO zone; that is, the sports for all in terms of internal factor have weaknesses and in terms of external factors, it has opportunities. Therefore, Ministry of education should consider the final score of the matrix of internal and external factors evaluation, it attained the conservative zone, one should use the WO strategies (Fred R. David).All SWOT and strategies are available below.

ST Strategies

The goal of these strategies is to maximize the strengths of an organization and to minimize its threats. To this end, an organization needs to use its technological, financial, operational, management, and engineering strengths to deal with threats (Hamidizadeh, 2003).

The goal of these strategies is to minimize weaknesses and maximize opportunities. The organization needs to overcome its weaknesses and exploit external advantages such as access to new technologies, facilities for improving existing technologies, and specialized workforce (Hamidizadeh, 2003).

The purpose of these strategies is to minimize weaknesses and external threats and risks. In the worst case the organization must reinforce itself through restructuring and reevaluation. The alternative is dissolution or merger (Hamidizadeh, 2003).

DISCUSSION AND CONCLUSION

In today's world, having high analytical power is one of the important factors in achieving goals of an organization and the secret in the success of many of the projects. Determining a suitable strategy and subsequently, honest analysis and forecasting the external factors guaranty the success and highest productivity of an organization. Specifying suitable strategy could direct an organization to the highest limit of success with respect to the conditions of an organization, or save an organization from bankruptcy in critical conditions. Therefore, the secret of success of many organizations and managerial projects could be the proper analysis of existing insider resources(strengths and weaknesses) and studying external situations (opportunities and threats).Through previous surveys and results these strategies were extricated.

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Plans and executive innovations of sports for all to realize the strategies

To materialize the superior selective strategies, 9 plans were developed as follows:

Promote new sports at school such as softball, develop new clubs for students, make especial sites, upgrade teachers knowledge, teach teachers new roles in sports, release sports books and essays, absorb attention of stake holder, employ experts to find out talented students in sports and introduce them to bloom, and being supported financially by the government also provide   extra classes for sports.

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Table 1. SO Strategies

Internal Factors	Strengths (S)
	S1. The long history of physical education and basic sports in the education system. S2. Technical capability and expertise of sports teachers employed in schools (quality of human resources). Attention to individual differences between students in the learning process. S3. The role PE departments play in achieving the goals of schools. S4. Use of the guidelines approved by the High Counsel of Education S5. Instructions for extracurricular physical activity and the feasibility of implementing this plan in the majority of schools. S6. Guidelines for improving the quality of the physical education course. S7. Parents' attention to the PE course score. S8. Improvement of PE teachers' capabilities through training workshops.
External Factors	
Opportunities (O)	SO Strategies
O1. The culture of financial endowment for development of sport facilities in schools. O2. Improved attitude of families toward basic sports. O3. Holding sporting events between different schools, regions, and provinces. O4. Cultural significance of sport and physical activity. O5. The population of adolescents and youth as a huge potential. O6. The increasing interest in basic sports. O7. Needs assessment and seeking cooperation from other organizations and institutions for provision of sport facilities. O8. Signing agreements with sports commissions and recruiting talented athletes in provincial and national tournaments. O9. Media coverage of basic sports in schools. O10. Ongoing communication with parents to inform them of the academic progress of students.	Developing necessary infrastructure for school tournaments at national, regional, and international levels S4, S1, S2, S7, S8, O1, O3, O, O6, O9 Developing policies for expansion of international relations and activities as well as hosting international tournaments. S1, S3, S7, O5, O6, O8 Accreditation of basic sports programs in schools at the national level. S6, S7, S8, O8, O9 Promotion of basic sports in schools at the national level. S3, S8, O1. O3, O5, O6

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Table 2. ST strategies

Internal Factors	Strengths (S)
	S1. The long history of physical education and basic sports in the education system.
	S2. Technical capability and expertise of sports teachers employed in schools (quality of human resources). Attention to individual differences between students in the learning process.
	S3. The role PE departments play in achieving the goals of schools.
	S4. Use of the guidelines approved by the High Counsel of Education
	S5. Instructions for extracurricular physical activity and the feasibility of implementing this plan in the majority of schools.
	S6. Guidelines for improving the quality of the physical education course.
	S7. Parents' attention to the PE course score.
	S8. Improvement of PE teachers' capabilities through training workshops.
External Factors	
Threats (T)	ST Strategies
T1. Poor nutrition and diet.	Live broadcast of national and regional tournaments in all seasons.
T2. Poor performance in swimming and running, especially in winter	S1, S2, S4, T1, T8, T3, T6, T7, T11
T3. Sedentary lifestyles and playing video games for long hours	Improving skill levels and promoting active lifestyles.
T4. Insufficient funds allocated to basic sports in the national budget.	S3, S5, S8, T1, T2, T3, T6, T7, T10
T5. Lack of cooperation by government agencies in the import of sport equipment.	Providing opportunities for investment in basic sports.
T6. Basic sports programs are limited to the course and do not continue throughout the year.	S2, S5, S6, S8, T4, T6, T7, T8, T9, T11, T12
T7. Elitist attitude and excessive focus on tournaments.	Facilitating the import of sport equipment.
T8. Reduced financial strength of the government.	S1, S3, T9, T5, T11, T12
T9. Low share of sport in the consumer basket.	
T10. Lack of awareness in parents regarding the benefits of physical activity and the risks associated with inactivity.	
T11. Lack of support from sponsors for these types of sports.	
T12. Managers' focus on other sports such as football.	

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Table 3. WO strategies

Internal Factors	Weaknesses (S)
	W1. Teachers overlooking student's performance in basic sports
	W2. Lack of necessary equipment for basic sports
	W3. Basic sports sessions coinciding with teachers' athletic career
	W4. No systematic plan for scouting
	W5. Insufficient time allocated to basic sports
	W6. Poor performance by the School Renovation Organization in implementing the plan for construction of sport facilities in newly built schools.
	W7. Lack of consistency in policy making, planning, and supervision in school sports.
	W8. Lack of funds allocated to basic sports despite the high costs of this course.
	W9. Lack of special educational programs for students exempt from sport classes and lack of a plan for engaging isolated students in special activities.
	W10. Subpar skills of teachers and coaches.
External Factors	
Opportunities (O)	WO Strategies
O1. The culture of financial endowment for development of sport facilities in schools. O2. Improved attitude of families toward basic sports. O3. Holding sporting events between different schools, regions, and provinces. O4. Cultural significance of sport and physical activity. O5. The population of adolescents and youth as a huge potential. O6. The increasing interest in basic sports. O7. Needs assessment and seeking cooperation from other organizations and institutions for provision of sport facilities. O8. Signing agreements with sports commissions and recruiting talented athletes in provincial and national tournaments. O9. Media coverage of basic sports in schools. O10. Ongoing communication with parents to inform them of the academic progress of students.	Construction of special facilities for different sports. O1, O3, O, O6, W2, W6, W9 Increasing the knowledge and skills of sports teachers. O3, O8, O9, O10, W5, W6, W7, W8 Facilitating the participation of the private sector in development of schools and basic sports. O1, O2, O3, O4, O6, W1, W3, W4, W9 Facilitating the development of basic sports. O1, O2, O3, O5, W1, W3, W9, W10 Establishing effective communication with parents. O8, O9, O10, W6, W8, W10 Increasing parents' awareness about basic sports. O2, O3, O7, W4, W10. Developing a systematic system for scouting in sports. O3, O, O6, O8, W, W6, W7 Increasing the time of sports classes and extracurricular activities. O2, O, O5, O6, O8, W3, W5, W7

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Table 4. WT strategies

Internal Factors	W1. Teachers overlooking student's performance in basic sports W2. Lack of necessary equipment for basic sports W3. Basic sports sessions coinciding with teachers' athletic career W4. No systematic plan for scouting W5. Insufficient time allocated to basic sports W6. Poor performance by the School Renovation Organization in implementing the plan for construction of sport facilities in newly built schools. W7. Lack of consistency in policy making, planning, and supervision in school sports. W8. Lack of funds allocated to basic sports despite the high costs of this course. W9. Lack of special educational programs for students exempt from sport classes and lack of a plan for engaging isolated students in special activities. W10. Subpar skills of teachers and coaches.
External Factors	
Threats (T)	**WT Strategies**
T1. Poor nutrition and diet. T2. Poor performance in swimming and running, especially in winter T3. Sedentary lifestyles and playing video games for long hours T4. Insufficient funds allocated to basic sports in the national budget. T5. Lack of cooperation by government agencies in the import of sport equipment. T6. Basic sports programs are limited to the course and do not continue throughout the year. T7. Elitist attitude and excessive focus on tournaments. T8. Reduced financial strength of the	Expanding sports facilities and equipment W9, W10, T2, T3, T6, W2 Developing rules and regulations to support basic sports in schools. W3, W5, W, W8, T4, T7, T10, T12 Taking advantage of the most recent findings in the area of sports W1, W4, W9, W10, T7, T10 Increasing the production and broadcast of television programs about basic sports. W2, W6, W7, T1, T5, T8, T9 Extending sports such as gymnastics to higher academic levels. W5, W9, W10, T4, T9, T11, T10, T12 Developing recreational sports at different

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government. T9. Low share of sport in the consumer basket. T10. Lack of awareness in parents regarding the benefits of physical activity and the risks associated with inactivity. T11. Lack of support from sponsors for these types of sports. T12. Managers' focus on other sports such as football.	levels. W7, W8, W9, T4, T9, T11, T12

Developing a Strategic Plan for Iran's Athletics Federation using Swot Analysis

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ABSTRACT

Sport is a highly competitive area that requires this type of environmental planning and long-term objectives with respect to the internal and outside limitations of any organization. T The purpose of this study was to identify the strengths, weakness, opportunities, and threats of the Athletics Federation of Iran and help with finding the best strategies for developing athletics across the country. The research methodology is descriptive survey and in terms of the goal, it is applied. The data has been collected by studying documents and papers, study the literature review and gathering the views of experts in this field both in academic and executive ranks. In addition, the authors developed a questionnaire, the validity of which was confirmed by the experts and the reliability was approved via Cronbach test ($\alpha=$ 0.81). The data has been collected by studying documents and papers, study the literature review and gathering the views of experts in this field both in academic and executive ranks. The questionnaire consists of 6 options for the strong point, 7 options for weak points, 5 for opportunities and 5 for threats. The collected data was analyzed by using SPSS software and descriptive statistics indexes (frequency, percentage of frequency, mean, and criteria bias) and the inferential statistics of Freedman test was used to classify each one of the internal and external factors. The statistical society of the research consisted of experts of sports for all department of the Sports, experts and managers at school .The results of the research showed that basic sport is in WO status in strategic position terms and it should use conservative strategies; and, developing strategic plan, selecting suitable strategies such as Establishing a

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scouting system and focusing on athletics in adolescents, youths, and women; establishing a marketing system and organizing financial support; with respect to the cultural, social and climatic requirements should seek existing opportunities in the outside environment to recover from its internal weak points.

Key words: Strategic Plan, Strong Point, Weak Point, Opportunity, Threat, Athletics Federation of Iran

INTRODUCTION

To successfully face the challenges of competition, organizations need to identify environmental factors and examine their long-term effect on the organization (Wu et al., 2010). Sport is a highly competitive area that requires this type of environmental planning. Athletics is a very popular sport worldwide which dates back to the Ancient Olympic Games from 776 BC. Today it is organized by the International Association of Athletics Federations (IAAF).

Strategic planning is an organization's process of defining its strategy and making decisions on allocating its resources to pursue this strategy (Sotiriadou, 2010). A strategic plan is a document that is used to communicate with the organization the organizations goals, the actions needed to achieve those goals, and other critical elements developed during the planning exercise (Strategy Management Group, 2015). Moreover, the strategic planning process explains the current condition of the organization and identifies the key factors that affect its performance (Australian Sports Commission, 2013).

Athletics Feasibility Committee (2011) performed a SWOT analysis of athletics in Appalachian State University. The most important strengths included the academic and competitive success of the marquee program (football), energetic and supportive fan base, practice and performance match, academic success of student athletes, and facilities for priority sports. On the other hand, weaknesses included relatively low athletic scholarship, unfinished athletics facilities plan, and increased scholarship and operational needs. The main opportunities included addressing gender issue needs and growing funding sources, while the major threats were competitive peers and continued growth of external revenues.

Agard and Henry (2012) presented a strategic plan for the National Association of Athletics Administrations (NAAA). A SWOT analysis was performed in 4 categories, namely human, physical, financial, and operational. The main strengths were certified coaches, good potential talent pool, talent identification program, several stadiums, recreational parks, good natural environment, major sponsors, government support, corporate support, strong club system, and active coaches' association. The main weakness were inadequate numbers, resistance to development and change, limited club administration capacity, inability to attract specialist personnel in various fields, breakdown maintenance of training facilities, incomplete equipment at stadiums, wary sponsors, insufficient funding, undeveloped marketing strategy, poor financial management systems, inability to attract long-term sponsors, internal conflict, and poor planning. The major threats were external and internal conflict, competition for training facilities, increasing cost of facility maintenance, rising cost of professional services, and increasing university fees, while the main opportunities were increased government investment in youth development programs and creation of a national elite track and field in service of sport pathway.

SWOT analysis is a simple yet effective tool for identifying internal and external factors that may affect the success of failure of organizations. The purpose of this study was to identify the strengths, weakness, opportunities, and threats of the Athletics Federation of Iran and help with finding the best strategies for developing athletics across the country.

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MATERIALS AND METHODS

Methods

This research is a mixed methods strategic study which examines the current and desired condition of Iran's Athletics Federation using SWOT analysis. The population consisted of the managers, board members, presidents of associations and committees, and experts within the Athletics Federation. Given the small population size, 70 managers were selected as the sample using convenience sampling. The data has been collected by studying documents and papers, study the literature review and gathering the views of experts in this field both in academic and executive ranks. In addition, the authors developed a questionnaire, the validity of which was confirmed by the experts and the reliability was approved via Cronbach test (α= 0.81) A questionnaire was developed and distributed among the participants to identify the strengths, weaknesses, opportunities, and threats in development of the Athletics Federation. Data were analyzed in SPSS 22 using descriptive statistics and Friedman test. The identified factors were weighted and ranked to determine the strategic position of the Athletics Federation. Finally, strategies were derived from the SWOT matrix and corresponding plans were presented.

RESULTS

Descriptive Statistics

The data showed that 25% of the respondents were 20-30 years old, 43.7% were 31-42 years old, 18.8% were 42-52 years old, and 12.5% were older than 52. The majority of the respondents had master's degree (50%), bachelor's degree (37.5%), and high school diploma (12.5%). The highest frequency of experience was 32.5% for 11-21 years, while the lowest frequency was 5% for less than 5 years. Moreover, 22.5% of the respondents were single and 62% were married.

Strengths

Presence of active committees and boards within the federation
Ongoing participation in Asian and international tournaments
Attracting athletes during military service
Consistent national tournaments and leagues
Relative management stability
Wide variety of athletics events

Weaknesses

Lack of interaction between the federation and academia
Lack of funds and poor marketing
Lack of financial support for champions, retired athletes, and coaches
Poor access to educational resources, resulting in outdated knowledge in coaches, judges, and fans
Lack of systematic scouting
Lack of a long-term strategic plan
Lack of human resources (e.g. fitness coaches, psychologists, physiotherapists).

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Opportunities

Strong interest in youths for participation in athletics
A good history of cooperation between the Ministry of Youths and Sports and the Olympics Committee
A rich culture of sports and athletics in the youths
Frequent efforts for establishing connections with the IAAF and Asian Athletics Association
Presence of police in tournaments.

Threats

Poor media coverage of this sport
Reduced budget and poor economic conditions of the country
Limited hosting of international tournaments, especially in women's athletics
Less attention and praise of athletics champions compared to other sports
Lack of standard track and field courts across the country.

The strategic position of the Athletics Federation was examined in the SWOT matrix. The results showed that its strategic position is conservative (internal factors 2.6 and external factors 2.63 both greater than 2.5).

DISSCUSION AND CONCLUSION

Analytical skills are an important factor for achieving the goals of an organization and to succeed in most projects. It is essential to define an appropriate strategy and analyze the internal and external factors that can affect its success or failure. With respect to the cultural, social and climatic requirements should seek existing opportunities in the outside environment to recover from its internal weak points.

The strategies derived from the SWOT analysis can be summarized as follows:

SO Coordinated development of all athletics events across the country; increasing security in tournaments, consistency in national championships and leagues; attracting government support and funding.

ST Strengthening Iran's position in women's athletics in Asia and the world; establishing networks for covering athletics events with government support; endorsing the athletics federation and praising athletics champions.

WO Establishing a scouting system and focusing on athletics in adolescents, youths, and women; establishing a marketing system and organizing financial support; developing and implementing a long-term strategic plan; increasing coaching and judging quality and increasing the number of coaches and judges in all the 24 athletics events.

WT Developing human resources in athletics (fitness coaches, psychologists, physiotherapists, etc.), participating with public and private institutions to promote and develop athletics, especially women's athletics; using the most recent findings in this sport and updating athletics with the help of the media; building standard track and field courts and hosting Asian and international tournaments; increasing funds and using proper marketing strategies.

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