

Identification effective factors on stimulation training motivation of universities staff (case study: PNU Alborz Province)**Morad Kordi¹, Mitra Aftab Azari², Shahram Hashemniya³****Abstract**

Due to rapid developments within and outside the organization in today's organizations and sensitivity serve universities in the higher education community, university staff training is important. It is therefore necessary to actively and effectively motivate staff training is necessary. In this study, the purpose and the method is descriptive and correlation analysis, We tried to identify factors influencing the motivation of staff to be paid. The population of the study consisted of all employees form the PNU Alborz province, of which 159 were selected using stratified random sampling. Data were collected through a questionnaire which its validity coefficient CVR, and its reliability using Cronbach's alpha is approved. To test the hypothesis of a correlation coefficient to measure the impact of variables on educational motivation of simultaneous multiple regression method (Inter) have also been used. The results of the study indicate, respectively, the variables of appreciation, the training course, the applicability of training and job promotion affect the motivation of staff PNU Alborz Province.

Keywords: Motivation, training motivation, training, PNU Alborz, multiple regression.

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1. Introduction

Now service training for employees in different organizations is of great importance, because in the last few decades, more than any other time in human history, the sciences and technology. This transformation is called the half-life information. The era in every 5 years, half of human information has been abolished and replaced by the new information and knowledge. About half of the jobs that we see today in many countries fifty years ago, did not exist. During Mrkary multiple career changes, becomes more common for people every day. The possibility that a young person to learn a skill and it will continue until about thirty years of his career without a fundamental change are too weak, or completely impossible. In a society that is rapidly changing employee training is not only desirable but also an activity that any organization should consider the resources he has always had and effective human resources available to the Get. (Jalilvand, 2009). Universities are also not an exception, And its employees as the employees of an organization to stay and progress in their jobs should follow in-service training courses, On the other hand, given that they are in a learning environment They can even have higher education and university degrees. One of the challenges in the way of wanting to learn and training staff that this would affect their learning seriously. Although heredity and environment on intelligence and enrich the learning environment and improve teaching methods largely affect on better education, Research has shown that the importance of motivation in learning more desirable in comparison with intelligence. The impact of motivation on learning, research shows that strong motivation based learning, and low motivation leads to low learning. In fact, motivation, drive and activity to learn and trying to maximize students' learning (Saif al, 2011). In general, job motivation can be effective on additional training for staff motivation when training can be performed better in the shade. Several factors are cited portion of which they can be educational policy, educational assessment, teaching, feedback, training, promotion and financial incentives noted positions. (Bahadori et al, 2011). Some issues will also reduce the incentive for staff training in organizations is such that it can be time factors such as education, criticism, confusion, lack of uniformity, not justifying the noted period. (Bijani et al, 2011). According to the description provided, the question arises as to which factors can affect the motivation of teaching staff at universities? The study sought to answer this question as well.

2. Background Research

Teaching and learning concepts that are closely linked with each other. The two concepts are sometimes confused or used interchangeably. While learning the knowledge and skills both in person but each of these methods are different. Training may include a training program organized by the required results, while learning does not have such restrictions. (enayati et al, 2011). Learning is a process where a person in the acquisition of knowledge and skills have inspired works, works. experience Work, largely on individual learning effective. There are things that can be taught only through experience and there is no other way. Teaching concepts related to thought, understand, explore, experience, creativity, curiosity, education, development and growth. When a person learns how things are done, not only acquire knowledge and skills, but also new ways of using personal creativity and his understanding of doing things finds. Companies, universities and other educational organizations all share the importance of learning on education. (Ghalavandi et al, 2012). Organizations, mechanisms or by the realization of the

goals of the society are considered. Organizations are actually constitutes measures and devices to meet the basic needs of society are formed and operate. Studying the formation and evolution of the organization show that in the past was due to the simplicity of primitive human life and limited technology, structure and functions of organizations And individuals to carry out activities that require little to no professional knowledge. Changes and developments that arose later in the form of social life in different aspects of the organization was led extent, And therefore the goals, tasks and responsibilities more complex and mode of operation was also much more difficult. In this context, people without the necessary skills and knowledge were not able to perform tasks and activities of the organization. The impact of such massive changes in industrial, technological, economic, etc. in the nineteenth and early twentieth century turned the vital importance of education in organizations. (Mahmoodi et al, 2013). Employee training as the most effective way to renew and restore the human talent and create a good platform for coordination of enterprises and institutions with tasks that they are expected to always be considered. Since the formation of perceptual skills training, creation and strengthening of self-esteem, creativity, teamwork implementation, training and work ethic will emerge and grow, it will recognize the best practices of each organization. (Soltani,2006). Due to the dynamic growth and development of human resources in the organization depends on the organization. According to the spirit of this rule creates a work environment and as a result, investment in people and capabilities with the education they provide. In this way the organization by creating two strains are able to give real meaning to their lives within the organization. (Lunce, 2006).

In summary, staff training has the following benefits:

- Benefits of training for individuals: Everyone likes to feel that the job is done properly. Training helps to feel competence. Education improves motivation, build skills and gain knowledge. (Putwin & Daniels, 2010).
- Benefits of training for the biggest value of education is to help organizations to succeed in reaching your goals. This helps to increase productivity, reduce errors, accidents, waste and standards in the workplace.
- Benefits of training for human resources management: training of staff for human resources management interests involved. Some of these benefits include better staffing, better information exchange and a feeling of being out of work.

Authorities organizational units, forced to rethink their position and success of the organization and one of the options to improve scientific development of staff attendance at training courses serve. Supervisors believe that in-service training may be appropriate attitude in employees' knowledge, skills and capabilities grow. However, sin factors underlie behavior change in employees neglected, that this neglect all their efforts to improve the organization's failing. (bani Rad, 2004). Many students, professors characteristics of good features such as hard work, cooperation and interest in these properties is to know and some of them have their own motivation. Many teachers who speak the students' hard work training course slowly but steadily to finish. (Siegel, 2005). Research has shown that students learn the importance of better motivation than intelligence. The impact of motivation on learning, research shows that strong motivation based learning, and low motivation leads to low learning. (Bahari, 2011). In fact, the motivation, the driving force striving hard to learn and people to maximize learning.

Arquero et al (2015) In a study to examine the motivations trainees have been learning according to individual characteristics. The survey of 270 accountants and nurses that the questionnaire is to collect data. To analyze the data obtained from structural modeling is used. The results of this

study show the people of considerable importance among all subjects is important. In fact, it could have a significant impact on the trainees motivated by any attribute.

Harackiewicz et al (2014) In a study to examine how to motivate students and keep them motivated to learn one. This study investigated 250 students of the university took place, Using standard questionnaires in the field of motivation and learning of the gathered data is sent. Hypotheses using pre-test and post-test were analyzed, In conclusion, the results showed that educational tools and hardware facilities As well as use of existing courses at the University of factors affecting the development and motivation. As well as to maintain student motivation is considered the main factor ensuring future career.

Togia et al (2012) In a study to evaluate the motivational strategies have paid trainees. In this study, 195 students were studied during 10 weeks. The data were collected through observation and note-taking using theoretical studies research questions have been answered. Results obtained of this study show, Learning how the hardware (remote education) and teaching faculty, including factors affecting trainees are motivated. Finally, the research is based on Results obtained of appropriate strategies to motivate the trainees are provided.

3. Methodology

1-3. Hypotheses and conceptual model

Framework based on a theoretical model, a model based on theoretical relationships between a number of factors that research on issues of importance have been identified. Research Activities in the realm of the theoretical framework to examine the issue logically flow and conceptual model is also derived from this framework. Environment variables, classes, communication, salary, job security, job promotion, appreciation, application of training and education, as independent variables in this study to evaluate the impact on educational motivation variable as dependent variable studied Placed. The following assumptions and model below shows the relationships between these variables and they are offered. The physical condition of the venue class includes the class, type tables and chairs, tools that people work with their computers to industrial equipment, type of layout tables, depending on the type of work spaces to separate different groups and so on, he said. The suitability of these circumstances, the basic requirements for increasing the efficiency of individuals. (Sohrabi & Majidi, 2013). Accordingly first hypothesis of this study are as follows:

H₁: Environmental A training session of has a significant effect on the motivation of staff.

Across the vast distances of time and space communication can occur. Communication requires that the communication area of communication common share. (Rezayee, 2006). Accordingly second hypothesis of this study are as follows:

H₂: Communications significant effect on the motivation of staff.

Salary Cost, is the share of labor in the production of goods or the provision of services and as one of the factors value of all the required measurement, control and analysis is ongoing. (Mostafa & Malek Arayee, 2007). Accordingly third hypothesis of this study are as follows:

H₃: salary is a significant effect on the motivation of staff.

Job security is the amount of confidence in their jobs and stay employed to provide the way forward in the current job. (Pirayee & Ershadi, 2002). Accordingly fourth hypothesis of this study are as follows:

H₄: Job security has a significant effect on the motivation of staff.

Job promotion, namely, promoting the duty and responsibility within the organization and Shly that accompanied the spiritual and material benefits for the individual. Accordingly fifth hypothesis of this study are as follows:

H₅: Job promotion has a significant effect on the motivation of staff.

Acknowledgement of employees in the organization to carry out activities have gained more success than others, as a way of motivation. (Bahadory et al, 2012). Accordingly sixth hypothesis of this study are as follows:

H₆: recognition and appreciation significant effect on the motivation of university teaching staff.

The effectiveness of the training courses must be evaluated to determine to what extent the performance has been effective. (Matani & Hasanzade, 2008). Accordingly seventh hypothesis of this study are as follows:

H₇: Application of training a significant impact on the motivation of staff.

The purpose of the training courses organized by the offer (in terms of hardware) and teachers (in terms of power transmission and how to teach content) is. According to Theorem VIII of this research is the following:

H₈: methods of teaching a significant impact on educational motivation of university staff.

2-3. Research Methodology

This research method is descriptive - survey and is functional in purpose. In this study, the correlation between motivation factors related to the teaching staff at universities will be discussed. The population in this research is all employees PNU Alborz Province. A questionnaire was used to collect data. The questionnaire has 39 questions, which will be a total of four general questions and 35 questions it is proprietary.

4. Empirical Result

In this study, given that a number higher than 30 is selected, According to the Central Limit Theorem In addition, non-parametric tests were used parametric tests as well. Because the variables are a combination of several indicators The normal test result shows that the distribution of these variables is abnormal, nonparametric Spearman rank correlation test results are identified in the table below.

Table 1: Spearman correlation matrix

Variable	1	2	3	4	5	6	7	8	9
1. class environment	1								
2. Communication	** 0.348	1							
3. Payroll	** 0.454	** 0.447	1						
4. Job security	** 0.259	* 0.174	** 0.499	1					
5. promoted	* 0.170	0.29	** 0.381	** 0.359	1				
6. recognition and appreciation	** 0.262	* 0.190	** 0.312	** 0.558	**0.339	1			
7. Application of Education	** 0.280	** 0.267	** 0.296	** 0.259	**0.358	** 0.333	1		
8. methods of teaching	** 0.434	** 0.119	** 0.315	** 0.363	**0.496	** 0.393	** 0.408	1	

9. Motivation Training	** 0.416	0.094	0.096	** 0.261	**0.256	** 0.442	** 0.347	* 0.194	1
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**Significant at a confidence level of 99%

* Significant at 95% confidence level

Table 2: test hypotheses

No. hypothesis	Hypothesis	effect	Sig	P Value
H₁	H ₁ : Environmental A training session of has a significant effect on the motivation of staff.	0.416	0.000	0.001
H₂	H ₂ : Communications significant effect on the motivation of staff.	0.094	0.238	0.001
H₃	H ₃ : salary is a significant effect on the motivation of staff.	0.96	0.228	0.001
H₄	H ₄ : Job security has a significant effect on the motivation of staff.	0.261	0.001	0.001
H₅	H ₅ : Job promotion has a significant effect on the motivation of staff.	0.256	0.001	0.001
H₆	H ₆ : recognition and appreciation significant effect on the motivation of university teaching staff.	0.442	0.000	0.001
H₇	H ₇ : Application of training a significant impact on the motivation of staff.	0.347	0.000	0.001
H₈	H ₈ : methods of teaching a significant impact on educational motivation of university staff.	0.194	0.000	0.001

As indicated in the above table are three hypotheses 2, 3 and 8 that the relationship between associations, salary and education training motivated checks, based on the Spearman correlation test was rejected. In fact, it can be assumed that these variables are not educational reasons. Other hypotheses have been confirmed and it is clear that environment variables classes, job security, job promotion, appreciation and application of the teaching staff at universities significant effect on motivation. In the next phase hypotheses were analyzed using multiple regression analysis the results of which are specified in the following table:

Table 3: Summary Model

Multiple correlation coefficient	R	R ²	Estimate standard error
0.658 ^a	0.434	0.403	0.32438

a: predictive variables: the education, communication, job security, functional training, job promotion, class environment, appreciation, salary

Table 4: Multiple regression coefficients and values

Statistical indices Variable	Coefficient of variation	Standard coefficient error	Standard coefficient	t	Sig
C	0.849	0.521		1.629	0.001
1. class environment	0.449	0.088	0.395	5.082	0.000
2. Communication	0.054-	0.088	0.046-	0.618	0.538

3. Payroll	0.327-	0.127	0.220-	2.578-	0.011
4. Job security	0.113-	0.114	0.089-	0.993-	0.322
5. promoted	0.193	0.075	0.192	2.578	0.011
6. recognition and appreciation	0.582	0.114	0.425	5.104	0.000
7. Application of Education	0.333	0.073	0.323	4.570	0.000
8. methods of teaching	0.254-	0.072	0.279	3.514-	0.011

Dependent variable: educational motivation

According to the table above shows Communication, salary, how training and job promotion with constant other variables can affect the motivation of employees. Between these four variables, three variables communications, payroll and training in test hypotheses have been put aside, but job security due to the effects of changing educational incentives, The regression results indicate that the effect was small and the model will be excluded. However, the class environment variables, promotion, appreciation and application training due to the amount obtained sig The amount of which is less than 0.05, respectively, at a rate of 0.449, 0.193, 0.582, 0.333 can affect the motivation of employees. According to the equation of the line or final research model the variables of recognition and appreciation, the training course, Functional training and promotion incentives have the greatest impact on employee training is PNU Alborz Province.

5. Result

For this purpose, environment variables, classes, communication, salary, job security, job promotion, appreciation, application of training and education was examined the following results were obtained. First hypothesis was that the classes into consideration based on the results of the statistical analysis is confirmed. Since the training course on educational motivated employees contribute University Therefore, managers should pay special attention to the training session. In other words, such as hardware facilities for training classes, where classes, adequate welfare facilities (ventilation, water dispenser, heating and cooling systems ...), transportation facilities to participate in class and reputation of the institution organizer of attention. The results of this hypothesis, with investigations Nayemi Hosseini et al (2001), Debashi et al (2014), Harackiewicz et al (2014) Is consistent. The second and third research hypothesis based on communication variables and salary is based on the results of statistical analysis will not be approved. The results of this research study Togia et al (2012) is not consistent And investigations Debashi et al (2014), Tai (2006), Arquero et al (2015) and Harris Stanley G. , Michael S. Cole, (2007) Is consistent. Fourth hypothesis job security based on the results of the statistical analysis is confirmed. Because job security on staff training incentive effect, so managers should pay particular attention to job security. In other words, in cases of contracts based on adjusted spent training, job skills to secure employment status and become the focus training hours spent on. The results of this hypothesis with the results of research Harris Stanley G. , Michael S. Cole, (2007) Harackiewicz et al (2014) Is consistent. Fifth hypothesis that job promotion based on statistical analysis of the results is confirmed. The promotion is effective staff training incentives, so managers should pay special attention to the promotion. In other words, communication such as e-mobility has been spent on a level with training, Its training courses with upgrade posts and downgrading of posts to just not pay attention. The results of this hypothesis, with investigations Mohammadi et al (2013) and Debashi et al (2014) Is consistent.

Sixth hypothesis research Variable recognition and appreciation will review the results of the statistical analysis is confirmed. Since the recognition and appreciation of the educational incentive is effective university staff, so managers should pay particular attention to the recognition and appreciation. In other words, such as introducing people who have passed training courses in the organization, certification valid, announced the winner of each period and the placement of special privileges for the winners pay attention. The results of this hypothesis, with investigations Tai (2006) and Arquero et al (2015) Is consistent.

The seventh hypothesis based on the results of the statistical analysis of the applicability of the training is confirmed. Since the applicability of university staff training on educational incentive effect, so managers should pay particular attention to functional training. In other words, such as increasing employee skills after the course, Improving organizational performance after training, performance enhancement unit after training and pay attention to technological progress with respect to training organizations. The results of this hypothesis with research Harackiewicz et al (2014) Is consistent. Last hypothesis research-based methods of teaching with variable results of statistical analysis will not be approved. The results of this research study Togia et al (2012) is not consistent.

According to the results of data analysis and hypothesis testing of the following suggestions are offered based on the results of the investigation.

1-5. suggestions

1. Suggest first training session with emphasis on the environment: hardware upgrades for training classes, select the appropriate venue for classes, increase welfare facilities (ventilation, water dispenser, heating and cooling systems ...), consider the possibility of travel to attend lectures, signing a memorandum of understanding with institutions with reputation.
2. Secondly, emphasis on job security with contracting spent on the training set, the skills to secure employment, training hours spent on the conversion of employment status.
3. Third suggestion: emphasis on promoting job: Shifting post in a given level of training has been completed, Promotion of training courses and related posts due to reduced post bales of training courses.
4. Fourth suggestion: focus and emphasis on recognition and appreciation with: introduce people who have passed training courses in Sazmanf valid certification, announced the winner of each period, putting special privileges for the winners.
5. Fifth proposal: emphasis on the applicability of the course: Measurement of employee skills after the course, Evaluation enhance organizational performance after training, performance review unit after the course, due to technological advances with regard to training organizations.

In order to complete the results of this study offered suggestions for future research:

1. First proposal: to investigate the factors influencing educational motivation through communication within and outside the organization
2. Secondly, identify the motivational salary in enterprise education
3. Third proposal: To evaluate motivate employees through training in modern methods

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