The relation between environmental training and social responsibility


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Abstract

In recent years, Hospitals need to train and encourage their employees to discharge their duties professionally and put extra efforts about environmental issues where required. And many organizations (such as hospitals) have been paying increasing attention to the social responsibilities of organizations towards various stakeholder groups. This research is an applied research and its data collection is based on a descriptive and survey research. The structural equations have been used to analysis the relation between variables. Statistical population of this research has been chosen from the hospital personnel (Doctors, nurses, hospital manager, Technical personnel, and procurement personnel of Haftom Tir Hospital. The sample selected with Cochran formula is about 132 persons. The result of the research suggested that there is a positive and meaningful relation between environmental training and proactive environmental strategies, also between social responsibility and the proactive environmental strategies and between environmental training and social responsibility.

Keywords: corporate social responsibility, environmental training, Shohadaye Haftom Tir.
Introduction
In recent years, the concept of CSR has been adopted by many business sectors such as the pharmaceutical industry. This growth in attention to social responsibilities is not limited to developed countries. Rather, due to globalization, many business sectors in developing countries Are adopting CSR practices in their operations. Although there is not much academic and practical research on CSR in developing countries such as Iran, some recent studies have found that managers of Iranian firms are paying increasing attention to CSR as they perceive CSR to be associated with organizational performance (Saeidi et al., 2015). In other hand, In the last decade, some new cultural values have been represented by gaining the knowledge about the relation between organizations, Society and environment. People found that the strategies of the organization have some advantages and also disadvantages for society. So, They paid more attention to the effect of organizations on the society. In other words, Society expects to gain more benefit from organizations which is distributed fairly in the society(Irannejad parizi and Tavasoli, 2010). Among all organizations, Hospital play a crucial role compared with health product manufacturers or health services centers(Irannejad parizi and Tavasoli, 2010). Due to the crucial role of hospitals among all organizations, providing the best services by health and medical institutes is the most important issue considered in health department(Upshur et al., 2005).

Environmental training
According to (ISO 10015/2001), for improvements in the training at organizations, environmental training is expected to be evaluated as per four main phases, which function in a cycle:
1. Definition of training needs: mainly deals with raising training needs, establishing a matrix that crosses required competences and already developed competences to map those competences training must develop;
2. Training design and planning: involves decision making on the attribution, roles and responsibilities of the environmental training, training for outsourced employees, establishing of a training program and offering it to all organization employees, regardless of their position;
3. Execution of training: deals with the decision about training infrastructure, especially is environmental training will be offered in-house or outside the company;
4. Evaluation of training results: involves recording the environmental training offered and the satisfaction of those trained.
Environmental training is a training activity for cross-functional teams responsible for environmental management in organizations (Daily et al., 2012), and (d) training is crucial for obtaining a cleaner manufacturing (Gunasekaran and Ngai, 2012).
Environmental training can be understood as an important human or organizational factor or as a practice pertaining to the recent literature on “green human resource management (GHRM)” (Aragón-Correa et al., in press; Renwick et al., 2013; Jackson and Seo, 2010), which seeks to align aspects and practices of human-resource management with the environmental goals of companies (Jackson et al., 2011). Thus, environmental training concerns a systematic process...
that gives employees the knowledge, attitudes and skills to meet environmental management
goals set by senior management (Daily et al., 2012).

Social responsibility
Corporate social responsibility (CSR) is generally viewed as voluntary activities conducted by an
organization to operate in an economic, social, and environmentally sustainable manner. The
concept of CSR is based on the interdependencies between organizations and society on the one
hand and the variables that influence this relationship on the other (McWilliams and Siegel, 2001).
Corporate social responsibility (CSR) refers to the positive impacts of firms on their stakeholders
beyond regulatory requirements (McWilliams & Siegel, 2001; Wood, 2010). Corporate social
performance (CSP), on the other hand, focuses on the performance of the actions and outcomes
of a firm's CSR efforts commonly evaluated by stakeholders (Wood, 2010). While the literature
commonly acknowledges the importance of CSP on a firm's image, financial performance,
employment choice, employee retention, and customer behaviors (McWilliams & Siegel, 2001)
CSR is a complex term broadly defined as the active and (sometimes) voluntary contribution of
enterprise to environmental,
social and economic improvement. The concept has evolved largely with the historical
development of the notion of what an enterprise is in relation to society. As a result of this
constant change and the complex and dynamic nature of the enterprise–society relationship, it is
better not to take a prescriptive and fixed approach and better to take a “principles” approach
(Wood, 2010) which could have validity for different scenarios. This approach is based on a
gradual conception of responsibility from the institution, passing through its organization and
finishing in individual action. One of its main consequences is to consider the role and influence
of stakeholders (shareholders but also employees, customers, public administration and many
other actors) in enterprise activity.

Social responsibility and Health care part of society

Nowadays, health care institutions face similar competition challenges like other service-oriented
institutions like banks, telecommunication, education, insurance, etc., in areas of customer
demanding for high quality services at competitive prices and delivered with courtesy and
conscientiousness. Healthcare is now patient-centered, where emphases are on customer-oriented
marketing (Chao-Chan, 2011). Hence, the care service market favours the buyer, rather than the
seller (Lee, Chen, Chen and Chen, 2010). With the growing competition and increasingly
complex business environment there is reduction in the ability to understand and anticipate the
environmental requirements of organizations and as a result, organizations can not precisely
formulate their staff expectations to work, because the outstanding performance is not due to the
common efforts of the staff, therefore, organizations need employees with a desire to move
beyond formal job expectations (Morrison, 1994 as cited in Sahafi, et al, 2013). This concept has
not find proper place in medical centers (Sahafi, et al, 2013) despite the positive influence on
hospital brand image.
With regard to the environmental training in the hospitals and among hospital’s personnel, it is
considered that these days, one of the important contaminants of environment is hospital wastes
which shall be source separated by producers (Asrari and Rahbari, 2012). Medical wastes are a small amount of the management is one of the important issues relative to the public health (Mokhtari and Zarei, 2012). The studies suggested that by ignoring the hospital wastes and also training of hospital’s personnel about it in Iran, Most part of environment will be full of hospital wastes which are not recoverable in the near future (Banan, 2007).

Social responsibility is a commitment to the society for the performances which can provide welfare of society on addition-benefits with regard to this definition, The below points are considerable:

1. Social responsibility is a commitment which the organizations shall be hold responsible for it.
2. All organizations are responsible for avoiding pollution of environments prevalent in employment, ignoring the staff requirements, manufacturing of hazardous production for social health.
3. All organizations shall allocate financial resources for improvement of social welfare which is acceptable for majority of society. These kind of performances include helping to culture and life quality improvement also cultural departments (Ghaheri, 2010).

Health organizations, like other organizations of society, shall be hold their social responsibility for providing health care series and medical treatment for society by allocating professions, departments, different equipment (Evans and Stoddart, 1990).

In the study of Donohe, the necessity of accepting the responsibility has been considered. He also mentioned that the responsibility of doctors for avoiding environment degradation and the social consequence of it are very serious because of their special situation in the society (Donohe, 2003).

Abreu et al suggested that the performance related to the social responsibility are today requirements health care and medical treatment departments.

The center of this complicated department is hospital which is providing some services for the society like other manufactures or organizations. This unit is the most important department among health care and medical treatments departments. Also, with regard to the various complicated duties, various kind of professions (such as doctors, nurses, operations, Rehabilitation) and employment of different kind of staffs, this department has a very different conditions rather than offer social organizations (Dooley, 2002).

**Theoretical background**

In the Chinese context, Ji et al. (2012) concluded that the companies with the best training are also those that can have a more proactive environmental attitude and hence an equally high sustainable performance. Thus, companies with more intense levels of training are those that have the most intense environmental orientation and sustainability performance. Similar results were also found for Chinese companies by Liu et al. (in press)

Unnikrishnan and Hedge (2007) analyzed the characteristics of environmental training in some companies that adopted cleaner production in India. The authors concluded that most of the companies had offered environmental training during the implementation of cleaner production and that environmental technology providers played an important role in this process.
Zia ziabari et al (2015), concluded that holding environmental training in hospital can result in increasing the social responsibility of hospital personnel. In the other hand by holding the environmental training, performing the proactive environmental strategies are more successful in an organization. In this research it was found that if there is any social responsibility in an organization (Shohadaye Haftome Tir in this research), The proactive environmental strategies will be performed there, successfully. Also, it is possible to add the proactive environmental strategies to the main strategies of the organization.

**Main question of the research**

Is there any meaningful relation between environmental training and corporate social responsibility?

**The framework of the research**

The theoretical framework of the research investigated, the effect of environmental training on the proactive environmental strategies. Whereas, we know that Environmental Training is a human resource practice-relatively simple, easy to quantify, and focused on individuals, so we can use this factor of human resource management to implement the environmental practices such as corporate social responsibility in our organization. The empirical model of the research is as below:

![Figure1. Research model](image)

**Research methodology**

**Research method**

With regard to the target and the result of the research, We can consider it as a applied research. Also, refer to the data collection, this research is an exploratory and survey research. Statistical population of this research has been chosen from the hospital personnel (Doctors, nurses, hospital manager, Technical personnel, and procurement personnel of Haftom Tir Hospital. The sample selected with Cochran formula is about 132 persons. A standard questionnaire was used to collect data. This questionnaire included 2 parts: The first part included the general questions related to the age, gender, the work experience etc. and the second part included professional questions.
The validity and stability of questionnaire:

The validity of questionnaire was confirmed after editing it by some experts. For determining the stability of questionnaire, the Cronbach's alpha method has been used. The alpha coefficient calculated by SPSS software is 0.92. The results suggested the high trustability of this data.

Result and discussion

The result of factor analysis suggested that all indicators of environmental training include T value (more than 1.96) and factor load (more than 0.3) have an acceptable results. So, they are acceptable environmental indicators for evaluating environmental training. The factor analysis also suggested that all indicators related to the social responsibility variable has an acceptable T value (more than 1.63) and load factor (more than 0.3), so, they are proper indicators for social responsibility variable.

Data analysis

The research Hypothesis

There is a positive and meaningful relation between environmental training and social responsibility.

With regard to the path coefficient equal to 0.82 and the t variable equal to 8.70, it was found that the social responsibility with trustability level of 99% has a positive and meaningful relation with environmental training. So, the third assumption in confirmed.

Coefficient of multiple determination ($R^2$) is equal to 0.66 which indicates the ability of prediction of dependable variables according to the undependable variables. So, the environmental training variable can predict 66% of the changes made in corporate social responsibility.

Suggestions:

With regard to the mentioned results, environmental knowledge and as a result the social responsibility and the proactive environmental strategies can be increased by holding environmental training courses. So, there are some suggestions about improving the environmental training, social responsibility and the proactive environmental strategies as following:

1. It was suggested that the managers of Shohadaye Haftome Tir Hospital allocate proper budget to environmental training in the organization.
2. The managers of different departments shall provide enough information about environmental training in other part of the organization and encourage them to participate in the environmental training courses. This encouragement can be provided by publishing some brushes or information notes with high quality design.
3. All managers of the organization (specially manager of environment, society and hygienic departments) shall follow up the enforcement of environmental training programs and cooperate with the organization to hold these courses.
4. The hospital manager shall inform all nurses and medical personnel about the necessity of waste separation and also, the cleaning services personnel shall be trained not to carry the full trash bags in hand.

5. The procurement manager shall be in contact with waste department authority to be sure about providing special plastic bags with suitable color and also high quality container and other equipment. They have to provide the material which are environmentally-friendly with maximum impact on the environment.

With regard to all mentioned points it is concluded that cooperation and supervision of the manager to improve the training level of personnel is very important for improving the social responsibility among them and increasing the reliability of the organization in the society.
References


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