Examining managers' business intelligence influence on the effectiveness of imam Khomeini aid committee employees on Ardebil province

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Abstract

Leading an organization for being compromised to internal and external changes and in order to be survived and grow on new external and internal environments requires special characteristics in which managers are encountering so many problems for answering them. One of the most important characters in which helps leaders and managers on answering these changes is business intelligence. Therefore, current study has been done by the target of examining the influence of managers' business intelligence influence on the effectiveness of imam Khomeini aid committee employee's affairs on Ardebil province, and is to find correct answer for this topic. Statistical society of this study includes all employees and managers on Imam Khomeini aid committee on Ardebil province about 320 persons and a volume about 175 persons has been selected by Morgan table. The result of study has shown there is meaningful relation among managers' business intelligence and effectiveness of employee's affairs. (Business information processes by managers, managers' business skills, managers business knowledge and business managers' flexibility)

Keywords: business intelligence, employees affairs effectiveness, Ardebil province' Imam Khomeini aid committee.
Introduction

Business on the third millennium does have special characters. Competition among economic establishments has been compressed increasingly and the ratio of innovation has been increased, too. (Rouhani et al., 2012). Therefore, controlling new technologies like business intelligence on business is required indispensably. Business intelligence in which includes more general patterns like business and non-business use is spread dimension of applications and technologies for gathering data and knowledge for seeking on direction of organization analysis in order to make more exact business decisions and more intelligent one. Business intelligence not as a product and not as a system but as an architecture and new organizational approaches has been considered. Of course, it includes collection of applicable and analytical plans documented by applicable and analytical data establishment has helped to make decision for business intelligence activities and business (Abdari et al., 2012).

In addition to above matters, on today competitive world due to competition spread on business, we are observing increased paying attention to business intelligence of mangers or in other word, spreading business intelligence concepts. This matter has made using mechanized and integrated systems, indispensable. Systems have been begun from information review and provide business intelligence integrated. In this among, manager's stand and role as a key competitive factor has been considered on global economy. But for being involved successfully on today dynamic markets, we should consider another important factor as business intelligence management (Shojaee Kiasari et al., 2012).

On the other hand, today on different economic sections, the effectiveness of human force has been made as business requirements and has been called as organization survival and achieving factor to better performances. Based on Lester taro saying, the basis of making investment on today economy is knowledge and expertise. Taro has announced a revolution in which has got his movement forces from brains and has increased brain value. Without doubt, current era is the era of organizations and these organizations' responsible are humans. Humans by having the greatest resource of power like thinking could establish the cause of improvement, movement and organizations' growth (Slaner, 2015).

On today eras, processing human resource and knowledgeable has been considered as the most important capability of organization on achieving competitive advantages and also the most important not observed property of organization. Organizations believe employee are the basis of productivity on all organizational procedures and this factor has been considered as the most valuable investment and golden key of competition on national and supranational level (Khani, 2013). Based on education and research office report of imam Khomeini aid committee, due to employees low tendency on doing duties, weakness on managing referring relations on employee, skill weakness of some employee on about new duties, weakness on interaction to external environment, weakness on executing organization perspective about developing new services and lack of data center in direction of study and analyzing potential markets, Iranian banks are encountering basic challenges on developing new services. According to above requirements, the basic problems in this study is to examine the relation among managers' business intelligence and effectiveness of imam Khomeini aid committee employees affairs on Ardebil province?

Study methodology

In this study, researcher is to find the influence of managers' business intelligence and its dimensions on the employee's effectiveness and the result of study could be used for improving existing situation.
of studied society in which is of applicable studies. Also, on gathering data is of descriptive-measurement one. Statistical society of study includes all employee and managers of Imam Khomeini aid committee on Ardebil province and is about 320 persons. Studied sample number is about 175 persons based on Morgan table and by 95% confidence level in which has been selected by random in access sampling method and has been studied. Dependent variable in this study includes employees affairs based on Katler and Keller (2006) and independent variable includes managers' business intelligence by four indicators on a study of Kaplan and Norton (1996) Rohani et al., (2012). Slander (2015) includes: processing business information, business skills, business knowledge and flexibility in which the basis of study theory hypothesis and based on above model, we provide study conceptual model:

![Conceptual Model](image)


**Study findings**

**Hypothesis1**: business information processing by managers does have meaningful influence on the effectiveness of employee's affairs on Imam Khomeini aid committee on Ardebil province.

### Table1: testing hypothesis 1

<table>
<thead>
<tr>
<th>Accept or rejecting hypothesis</th>
<th>R-Square</th>
<th>T</th>
<th>meaningful level</th>
<th>Beta coefficient</th>
<th>Testing hypothesis1</th>
</tr>
</thead>
<tbody>
<tr>
<td>acceptance H₁</td>
<td>0.056</td>
<td>2.226</td>
<td>0.009</td>
<td>0.236</td>
<td></td>
</tr>
</tbody>
</table>

According to above information related to testing hypothesis1 in which has been provided on table1, in order to test above hypothesis meaning by 0.236 correlation, study variables by 95% confidence level by the aid of t-test statistic has been tested and is equal to 2.226 and because t-tested for study variable on processing business information is not among -1.96, +1.96 (critical amount on 95% confidence level).
level), therefore hypothesis 0 has been rejected. Then we could say processing business information by managers does have meaningful influence on effectiveness of employees' affairs on Imam Khomeini aid committee on Ardebil province. Also, according to influence coefficient(R-square), business information processing variable by managers would determine 5.60% of variable variances dependent to effectiveness of employee affairs on Imam Khomeini aid committee on Ardebil province is due to processing business information by managers.

Hypothesis2: Manager's business skills do have meaningful influence on effectiveness of employee on Imam Khomeini aid committee on Ardebil province.

Table2: testing hypothesis2

<table>
<thead>
<tr>
<th>Accepting or rejecting hypothesis</th>
<th>R-Square</th>
<th>T</th>
<th>meaningful level</th>
<th>Beta coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>acceptance H₁</td>
<td>0/075</td>
<td>2/609</td>
<td>0/006</td>
<td>0/274</td>
</tr>
</tbody>
</table>

According to above information related to testing hypothesis 2 on table2, in order to test above hypothesis meaning by 0.274 correlation, study variables according to 95% confidence level has been tested by t-test and its amount is equal to 2.609 and because t-accounted for managers business skills is not among -1.96, +1.96(critical amount on 95% confidence level), therefore, hypothesis o would be rejected. Also, according to coefficient of (R-square) managers' business skills are determined 7.50% of variable variances dependent to effectiveness of employee's affairs on imam Khomeini aid committee on Ardebil province. 7.50% changes on the influence of employees' affair on imam Khomeini aid committee on Ardebil province is dependent to managers 'business skills.

Hypothesis 3: managers' business knowledge does have meaningful influence on employee's effectiveness on Imam Khomeini aid committee on Ardebil province.

Hypothesis 3: Managers ‘business knowledge does have meaningful influence on employee's affairs of Imam Khomeini aid committee on Ardebil province.

Table3: testing hypothesis3

<table>
<thead>
<tr>
<th>Rejecting or acceptance of hypothesis</th>
<th>R-Square</th>
<th>T</th>
<th>Meaningful level</th>
<th>Beta coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>acceptance H₁</td>
<td>0/116</td>
<td>3/316</td>
<td>0/000</td>
<td>0/340</td>
</tr>
</tbody>
</table>

According to information related to testing hypothesis 3, in order to test above hypothesis meaning by 0.340 correlation, study variables according to 95% confidence level has been tested by t-test and its amount is equal to 3.316 and t-accounted for managers business knowledge is among -1.96 and +1.96(critical amount is on 95% confidence level), therefore, hypothesis o would be rejected. Then we could say managers' business knowledge does have meaningful influence on employee's effectiveness on Imam Khomeini aid committee on Ardebil province. Also, according to coefficient (R-square), managers’ business knowledge variable has determined 11.60%of variable variance dependent to effectiveness of employees' affairs on Imam Khomeini aid committee on Ardebil province. It means
11.60% of changes on the influence of employee's affairs effectiveness on Imam Khomeini aid committee on Ardebil province are dependent to managers' business knowledge.

Hypothesis 4: managers' business flexibility does have meaningful influence on employee effectiveness on Imam Khomeini aid committee on Ardebil province.

<table>
<thead>
<tr>
<th>Table 4: testing hypothesis 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acceptance or rejecting hypothesis</td>
</tr>
<tr>
<td>----------------------------------</td>
</tr>
<tr>
<td>acceptance H₁</td>
</tr>
</tbody>
</table>

According to above information related to hypothesis 4, in order to test above hypothesis meaning by 0.372 correlation, study variable according to 95% confidence level using t-test has been tested and its amount id equal to 3.671 and because t-accounted for business flexibility of managers variable is about -1.96 and +1.96 (critical amount on 95% confidence level), therefore hypothesis 0 would be rejected. Then we could say manager's business flexibility does have meaningful influence on employee effectiveness on Imam Khomeini aid committee on Ardebil province. Also, according to coefficient (R-square) managers business flexibility has determined 13.80% of variable variance dependent to the effectiveness of employee affairs on Imam Khomeini aid committee on Ardebil province. It means 13.80% of changes on the effectiveness of Imam Khomeini aid committee on Ardebil province is dependent to managers' business flexibility.

The basic hypothesis: managers' business intelligence does have meaningful influence on Imam Khomeini aid committee employee effectiveness on Ardebil province.

Table 5: testing the basic hypothesis

<table>
<thead>
<tr>
<th>Meaningful level</th>
<th>Student-statistic T</th>
<th>Beta coefficient</th>
<th>Variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0/042</td>
<td>1/96</td>
<td>0/178</td>
<td>Business information process</td>
</tr>
<tr>
<td>0/008</td>
<td>2/299</td>
<td>0/292</td>
<td>Business skills</td>
</tr>
<tr>
<td>0/015</td>
<td>2/305</td>
<td>0/254</td>
<td>Business knowledge</td>
</tr>
<tr>
<td>0/039</td>
<td>1/99</td>
<td>0/186</td>
<td>Business flexibility</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0/385</td>
<td>Recognition coefficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3/054</td>
<td>f-statistic</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0/019</td>
<td>F-meaningful level</td>
</tr>
</tbody>
</table>

According to information related to this hypothesis has been brought on table 5, meaningful level has been accounted for before variables less than 0.05 (accounting error level), therefore we accept hypothesis H1 and we could say managers business intelligent does have meaningful influence on Imam Khomeini aid committee employee affairs on Ardebil province. Also, according to evaluated recognition coefficient for study variables (0.385) we could say managers’ business intelligence has determined 38.5% of effectiveness variances on Imam Khomeini aid committee employees on Ardebil province.
province. In other words, 8.50% changes on effectiveness of imam Khomeini aid committee employees on Ardebil province is dependent to managers' business intelligence.

**Suggestion**

1. Because managers' business intelligence does have meaningful influence on the effectiveness of employee on imam Khomeini aid committee on Ardebil province, general managers and executor of imam Khomeini aid committee should provide educational plan and educational workshop in the ground of business intelligence by communicating education and organization targets, exact evaluation on educational plan for recognizing basis capabilities and mangers personal requirements in the ground of business intelligence, on the one hand, compromising educational plan of business intelligence to the capabilities and managers weakness and using practical practices, case studies and the method of role playing and also communicating and relating among learned and real world experiences of managers is of requirement in this regard.

2. Business information processing by mangers does have meaningful influence on employees' effectiveness on imam Khomeini aid committee on Ardebil province, we suggest imam Khomeini aid committee managers to use exact planning in direction of establishing data establishment on gathering business information and putting them in access for all organizational level, the ground of processing business information and using and executing them has been prepared by managers.

3. According to the influence of manager's business skills on the effectiveness of employees on Imam Khomeini aid committee on Ardebil province, we suggest educational training on services has been executed for managers in order to acknowledge them about business skills concept. Also, we suggest managers study organizational environment and be familiar with required affairs for supporting innovation on organization like service development teams, suggestions systems.

4. Managers business information does have meaningful influence on employees effectiveness on imam Khomeini aid committee on Ardebil province and we suggest managers do their job by interest and does have more tendency on them in order to establish a pattern on their mind in direction of strengthening business knowledge. In this case, managers would try more in order to achieve success and organizational targets. We suggest internet sites be established on industry place, establishing internet sites would make possible to managers be familiar with the last changes and studies has been done in relation to developing new products and new jobs.

5. Managers business flexibility does have meaningful influence on the effectiveness of imam Khomeini aid committee on Ardebil province, we suggest managers evaluate and does have full understanding from different personal skills, competence and capabilities and existing knowledge on their units in order to be flexible on different business situations.

**Conclusion**

The main hypothesis was business intelligence managers has a significant influence on the effectiveness of the activities of the Imam Khomeini Relief Committee Ardabil province is working. In line with this hypothesis, the hypothesis of divergence is explained as follows.

1. Processing of business information by managers has a significant impact on the effectiveness of employees' activities Imam Khomeini Relief Committee, has Ardabil province.

2. Business skills managers has a significant effect on the effectiveness of employees' activities Imam Khomeini Relief Committee, has Ardabil province.

3. Brand awareness has a significant impact on the effectiveness of the activities of managers
working in the Imam Khomeini Relief Committee, has Ardabil province. On the other hand, the study of literature, it appears that the results of this study is similar with Haghighe Monfared & Malayeri (2010), Mirabi et al. (2010), Abdari et al. (2012), within the country and Albashier et al. (2008), Mack Donof (2009), Rouhani et al. (2012), Novokah et al. (2014). And Eslener (2015).
References