Strategic Interaction Pattern for Holding Companies

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Abstract
The paper’s goal is to explain the strategic pattern of holding companies. The parent company can create value through stand-alone, linkage, functional & service, and developing influences. Parent companies can choose their style and value creation methods on the basis of the amount of their knowledge and understanding of their business. Having taken Goold et.al.’s theory for granted it is assumed that expert in holding companies can help decide the optimum mode(s) of the relationship between the mother company and its business units. This study aims at identifying and measuring the factors affecting the interaction between a parent company and its business units. A model is proposed for the optimum relationship and an appropriate management style to be followed by them at these stages; First, using market attractiveness and business competitive strengths in GE matrix, the portfolio strategy is determined. Next, by measuring the relationship between business units and parent characteristics, the proportion of parent knowledge of the units and the kind of relationship that can be established is determined. Finally, based on the findings from the above two steps, a suitable parenting style is proposed. This study is conducted in a holding company and management styles and approaches for value creation are proposed.

Keywords: Parent Company; Strategic Management Style; Value Creation Methods.

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Strategy and Leadership Interaction with Knowledge Management in E-Banking

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Abstract
Knowledge management can act as a different element in E-commerce environment, and help people to accept their new roles and responsibilities easier and faster in e-commerce environment. Successful implementation of knowledge management requires an analysis of the key factors of knowledge management, viable action based on known element. This matter causes better and precise usage of knowledge and achieving beneficial competition in E-banking. Hence, in this study includes descriptive-analytical, we have focused on impact of knowledge management strategies and leadership factor in E-banking, Mellat bank of Qom was chosen to work on this project practically. And for prioritization of criteria is used fuzzy analytic hierarchy method. The results indicate that the three main criteria of "top management support, knowledge management strategy and organizational strategy", respectively, are of paramount importance.

Keywords: Key Success Factors; Knowledge Management; Strategy and Leadership; Electronic Banking; Fuzzy Analytic Hierarchy Process.

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Abstract

The purpose of present study is to identify the relationship between knowledge leadership and Organizational Intelligence with organizational effectiveness at the Bu-Ali Sina University of Hamedan. The research method was descriptive - correlational. Statistical population included all staff at the Bu-Ali Sina University of Hamedan of the number was 313 people and Sample size of 171 subjects was determined based on the Cochran formula. Data collected using from three questionnaires knowledge leadership, Organizational Intelligence, and organizational effectiveness has been conducted. For appointment of the questionnaires reliability was used Cronbach's Alpha coefficient, was estimated 0/93, 0/93 and 0/95 respectively. Results showed that the level of knowledge leadership, organizational intelligence and organizational effectiveness, is above average surface. Pearson correlation coefficient revealed there is a significant positive relationship between knowledge leadership and Organizational Intelligence with organizational effectiveness. The results of multiple regression analysis indicated that the components of knowledge leadership, Factor of supporting the learning process of individual and group have most effective in prediction organizational effectiveness; and the components of organizational intelligence, Factors of alignment and congruence, strategic vision and shared fate have the highest impact on the prediction of organizational effectiveness.

Keywords: Co-integrated and Commonsense; Share Disinity; Strategic Vision; Effectiveness Forecasting.
Explaining and Evaluating the Competitive Indexes for Virtual Universities

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Abstract

The current research is going to offer some solutions for performance enhancement of virtual universities meanwhile evaluate and explore the effective principles in creation of success of Iran virtual universities based on e-learning. So, the current research based on its purpose is an applied research and it is a descriptive-survey research that needed information has been collected by documentary research method and distributing questionnaires among population. Considering the small population which includes interfered in higher education institutes and departments, all the population is considered as our sample. So, finally 72 questionnaires via electronically and on paper, were referred. The results show that universities possess the considered standards. Concordance with global digital competitions, self studied learning skills, Economical (time and money) for virtual universities, economical for students of virtual universities, Flexibility of e-learning, interest of the society to e-learning.But it's necessary to improve efficiency of virtual higher education centers.

Keywords: E-learning; Digital Competition; Virtual University; Distance Education.

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Science Creating Strategy based on Organizational Structures and Management Style for High Eduations Centers

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Abstract
The aim of this research was to examine the barriers to academic development from the viewpoint of Shahid Beheshti University staff in the academic year 1389-90. The research method was descriptive (survey) and statistical population (546 professors) included all faculty members at Shahid Beheshti University. A sample of 226 professors was selected through stratified random sampling to participate in the study. Participants completed the questionnaire developed by the researcher. One-sample T-test and Friedman test results showed that obstacles including strategic, financial and organizational-managerial ones have great impact on the academic development from the faculty viewpoint. Among the factors lack of proper interaction between universities and research centers with industrial and government departments of the country, inadequate funding for research and inability of the executive and administrative structure in application of research findings were located at the top barriers mentioned respectively.

Keywords: Academic Development, Organizational and Managerial Structures, Barriers, Academic Staff, Shahid Beheshti University.

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Abstract

The purpose of this study is to investigate the influence of strategic orientation on the marketing capabilities in the organization. The nature of research method is survey-applied. For data gathering, the managers of Mellat bank in Mashhad were subject to distribute the questionnaire. The construct validity was investigated using the confirmatory factor analysis and Cronbach’s alpha greater than .70 for different constructs of the questionnaire confirmed its reliability. The statistical method of structural equation modeling was used to test the hypotheses. Research results indicated that the customer orientation, competitor orientation and innovation orientation affected the marketing capabilities and the hypotheses concerning this relationships was confirmed. But, the cost orientation did not affect the marketing capabilities and the hypothesis concerning the influence of cost orientation on the marketing capabilities was not confirmed.

Keywords: Strategic Orientation; Customer Orientation; Competitor Orientation; Cost Orientation; Innovation Orientation; Marketing Capabilities.
The Explain of Evaluation of Customers Willing and Loyalty to Buy in Online Shops

Mirza Hassan Hosseini*

Abstract
This study have tried to investigate the affecting factors on the willingness of potential customer to replicate and continue purchasing by using a structural equation model and figure out order of their importance in converting potential customers into loyal customers in a e- shop. The study populations have been considered with two features of people with internet users living in shiraz and the pardakht e-shop buyers who have bought. Data collection has been performed through designing questionnaires from 196 people of the sample size the determinants of Continues online shopping by Respectively of Importance are Included quality of websites, trusted website and the subjective norms. While the perceived utility and enjoyment of online shopping affect willingness to buy online indirectly. The results of descriptive research showed that 63% of the sample size were men and 37% of the sample size allocated to women. 68.9% of the sample size were between ages of 21 and 35. People with undergraduate education allocated the highest sample size 44.9%. and those who have more than four years of computer using experience allocated 57.8% of the sample size.

Keywords: Online Shopping; E-Commerce; Individual Behavior; Loyalty; Internet Buyers.

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