

## Examination of the Relationship Between Employees' Professional Ethics Components and Organizational Identity in Top-Tours Company

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**Abstract:** Regarding organizational identity and professional ethics-related outlooks proposition necessity at all organizations in the evolutionary and ever-changing current world, the present research is conducted with the purpose of investigation of relationship between employees' professional ethics components with organizational identity in Top-Tours Company. This research is carried out based on method of collecting the correlation type descriptive data in terms of practical goals. In order to the research purpose, a 108 people volume sample out of 150 people community of Top-Tours Company was randomly selected. The data was collected through the organizational identity standard questionnaires with four dimensions: "fairness to employees", "respect to employees", "trust in employees" and "openness for employees". In order to examine the relations between variables in the conceptual pattern, the regression and correlation test was used. The researches results indicated that the professional ethics has a meaningful and positive relation with the organizational identity. Also regarding the regression test, about 50% of the dependent variable (organizational identity) changes is under the influence of independent variables (fairness to, respect to, openness for, trust in employees). The research consequences imply the professional ethics will results in enhancing the organizational identity.

**Key words:** Professional ethics, employees, organizational identity, Top-Tours Co., Iran

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### INTRODUCTION

Professional ethics concept is a fairly new phenomenon in science that has been recently taken enormous consideration in our country. This category is the onset of an evolution in the organizational behavior and could be expected that more discussions, debate workshops and research would enter into this background in the near future. Each profession has its own behavior and commitment that is extracted from its statute.

The professional ethics also is defined in terms of the comprehensive knowledge and an optimal pattern of serving society and it would attempt to respond the different professions ethical problems (Babayi and Rahimi, 2013).

The organizations in which employees follow the professional ethics, make so much positive results and benefits for their business centers.

They are not in the search of achieving the personal or group financial profits. Favoritism is a meaningless term for them and there is not any administrative corruption in these organizations.

The professional ethics has a profound impact on the organization's activities and targets. The professional ethics would result in enhancing the productivity, improving the communication and reducing the risks because when professional ethics become predominant in the organization, the flow of information is easily established and the managers are become aware of the events prior to their occurrence.

The code of ethics weakness will lead to diminishing communication and causing serious loss in the organization and in conclusion, the management should further rely on past-oriented controlling because the people (= employees) don't transfer information to them (= management). Therefore, the organization power and capability is consumed for rumoring, backbiting and under-performing instead of the organizational goals (Rego and Pina e Cunha, 2008).

The professional ethics would have impact on the individual's attitude in relation to their occupation or job, organization and managers and could exert influence on the personal, team and organizational performance

(Babayei and Rahimi, 2013). The employees who feel the ethical commitment to the organization and assume themselves ethical-oriented responsible for organization goals realization, would perform their tasks with more interest and concern than the employees who do their tasks according to the normative principles in the organization.

They do assume performing task as an ethical necessity and this approach will result in facilitating the management controls and wouldn't require many of regulations and norms (Fattah *et al.*, 2011). The individuals who strictly adhere to their working place or organization, obtain their identity from the organization, severely participate in the organization activities and merge into it and enjoy membership in it.

The organizational identity topic as a part of the employee's outlook, has been transferred to the core organizational studies and has enhanced the manager's perception of the organizational and employee's behavior (Cornelissen, 2002).

Many of conducted researches in the organizational identity background, obviously place emphasis on the tip. The organizational identity would be considered one of the effective factors in the organization productivity (Bellou *et al.*, 2005). Also, Bergami and Bagazi studies results indicated the employees who feel the same identity as the organization have the positive ideas and useful behaviors in their work environment. Ashford also explains organizational identity could estimate the different behavioral, emotional and cognitive consequences.

In recent years, a great deal of attention has been paid to the organizational and job conclusions and relations between different variables in the pertinent contexts (Bellou *et al.*, 2005). The organizational identity and professional ethics are considered as the significant structures in the working space. Therefore, with regard to the above-mentioned content, it is obvious there is a relationship between the organizational identity and ethical behaviors.

As a matter of fact, the employees who have profound perception feeling and deep emotions in at work, believe that there is a strong linkage among human beings and every one has a correlation feeling with others.

They take account of their goals and values in the same direction with the organization values and believe the organization look at them with the same perspective as the others. Therefore, the core question of the present research is: Is there any relationship between the professional ethics components with the organizational identity?

**Conducting research necessity:** Weakness in the morality system will lead to diminishing communication and growing losses in the organization and as a consequence, the management should further rely on control tools because the individuals do not transfer the authentic information to the management and in this case, the organization energy would be converted into negative content and in other words, the organization power and capability is consumed for rumoring, backbiting and under performing instead of the organizational goals.

It seems the employees, anywhere they work will seek the things rather than material rewards at workplace. In reality, the code of ethics at workplace describes experiences of the personal whose work is meaningful, purposeful and satisfactory. In particular, if the ethical values and principles widely promote among the organization staff and the management controls human resources observing the code of ethics, the organizational targets and success will be comfortably achieved.

Also the professional ethics experiences at work, would enhance creativity integrity, trust and commitment among the employees. In other words, a powerful professional ethics as a branch of the organizational commitment and productivity is needed for improving the organizational performance.

**Theoretical basics of professional ethics:** Professional ethics is one of the code of ethics branches tries to respond the different professional moral problems and it is based on the special principles (Hartog and Winstanley, 2002). The researchers define the professional ethics as an organization moral responsibility that consists of all organizational dimensions and occupational morality, based on the human rights principle and believe that the environment has rights and the organization responsibility (Vitez, 2010).

The professional ethics mission as the main organization knowledge and desire is the solution of their problems. The organizations in realizing their commitments to the environment as well as recognition and solution of the moral problems at business need to the specialty knowledge and this knowledge is just (= very) professional ethics.

Many of behaviors and actions of managers and employees in the organization will be affected by the moral values and are rooted in the professional ethics. Lack of attention to the work ethics in the organizations in the communities such as Iran country rich in ethical values from one side and having the considerable distant from the developed countries in the other side could cause big problems for organizations.

The weak professional ethics affects individuals' in terms of their job, organization and managers and could affect the personal team and organizational performance (Babayi and Rahimi, 2013). Khaled in examining the professional ethics and its institutionalizing in the organization indicated the human force bound to observe the law and morality in the organizations, practical training the code of ethics by the employees bound to observe the law and morality and eventually providing the ethical charter for the organizations are partly considered as procedures of institutionalizing the professional ethics in the organizations.

Sharifzadeh demonstrated there is a meaningful and positive relationship between the organizational culture and the professional ethics and the organization effectiveness. It could be stated, factors impressive on the professional ethics, except observing scientific laws and standards to the same extent will adjust the relations between the organizational culture and the organizational effectiveness.

Utamarani examined professional ethics impacts on passions for working and organizational commitments in the private and public universities of Malaysia. The statistical community was comprised of 500 people of Malaysian universities and eventually the results indicated a positive relationship between the professional ethics with the employees' working passions and the organizational commitment and in the end the researchers presented a model in this background. Okpara and Wynn (2008) investigated about impacts on the moral atmosphere and the organizational commitment in Nigeria.

Findings indicated that there was relations between the organizational moral atmosphere and the job satisfaction aspects that is to say, the desired organizational moral atmosphere persuades the employees to the direction of the job satisfaction and commitment.

**Moral charter and organization' social responsibility:** Human beings whether alone or collectively couldn't live without any framework and free of any restriction.

All religions and sects have emphasize on limitations, laws and regulations existence necessity for human beings' social and personal life. These laws and regulations appear in values format. Values specify the principal beliefs that are personally and socially considered the typical behavioral preferences.

Since, values are as the basics for the code of ethics, morality is counted as the daily concept that the human beings would face with it anywhere at any time.

Nowadays the field of morality and the importance of its effects on the personnel, organizations, concerned parties and community performance has been an important subject in the area of management studies.

**Moral charter (its position and necessity in the organization):** The managers and employees need guidelines and valuable moral criteria in addition to organizational formal criteria that help them in their taking actions and making decisions. It is clearly evident that each member of the organization has their own values which have influence on performing their responsibilities and activities but these values are not necessarily similar for all members of the organization. It is possible a manager take a decision based on their accepted values completely different from the decision made by another manager on the same subject. The reason is the difference between their beliefs and values. Therefore, for establishing consistency and procedural unification, they should follow the valuable moral criteria such as Hippocratic Oath of medical professional ethics.

**Organizational identity:** The organizational identity consists of the features which the organization members recognize them as the main ones of the organization. Features which the organization would explain them uniquely and enjoy a relative stability all the times.

In other words, when we look at past, current and future (situation) of the organization, all the main features of the organization identity (Puusa, 2006). The organizational identity is in relation to the working situational variables, behaviors and attitudes (Riketta, 2005) and plays an important role in regulating behavioral norms of the organization's members (Rahimnia and Farkhani, 2012).

Through obtaining identity, the employees would absorb the important organization's features as their own characters. The experts of this area, define the organizational identity as follows: understanding of unification with dependency and attachment to the organization, where the individuals would define themselves on the basis of their organization characteristics (Mael and Ashforth, 1992).

The managers is permanently seeking the organizational identity evaluation and enhancement among their employees because they are interested in its pertinent positive and useful results.

The employees beliefs and notions are negative about the organization, unless they have the more powerful identity feeling related to the organization and they attempt to realize the organization goals with full awareness and have more commitment to their organization (Deconinck, 2011).

#### **Research hypotheses**

**Main hypothesis:** There is a positive and meaningful relation between the organizational identity and the employees' professional ethics.

**Secondary hypotheses:**

- There is a positive and meaningful relation between the organizational identity and employees respect (respect to employees)
- There is a positive and meaningful relation between the organizational identity and fairness to employees
- There is a positive and meaningful relation between the organizational identity and openness for employees
- There is a positive and meaningful relation between the organizational identity and employees trust (trust in employees)

**MATERIALS AND METHODS**

The research method in this study is a description of correlation concept. In descriptive studies unlike the studies of which purpose is discovering the cause and effect relation, the purpose is the regular and formulized description of a special real and evident situation.

In other words, since, this research examines the existing status, it locates in the field of descriptive investigation and since it examines the relations between the professional ethics components and the organizational identity, this research is a typical correlation entity was performed by survey method.

The statistical community of the research is consisted of all Top-Tours Company’s 150 employees, according to (Kresgy and Morgan) a 108 individuals sample out of the community is randomly selected. For collecting information in this research, a standard questionnaire was used that was filled and completed by the selected sample of the research. In spite of being standard the tools used for the research and their repeatedly utilization in the psychological and moral researches in Iran and foreign countries, its reusing in the present research was reviewed and approved once more.

In the present research for estimating reliability coefficient of the questionnaires items internal consistency computation, Cronbach alpha equation was used.

The 0.79 and 0.81 values were obtained successively for the professional ethics and organizational identity questionnaires reliability coefficients.

In conclusion, all questionnaires enjoy high amount reliability. Meanwhile in order to examine the questionnaires validity it was taken advantage of the experts’ and academic professors’ views.

**RESULTS**

**Sample demographic characteristics:** The results obtained from the demographic findings analysis are indicated in Table 1.

Prior to the hypotheses examination, we need to give attention to specify the data normality for ensuring the research data being normality, we need to carry out Smirnov-Kolmogorov test and analyze its conclusions. Table 2 illustrates the results obtained from the test.

Regarding significance levels in Table 2, since all significance levels for the given indices are smaller than 0.05, it could be said at 95% reliability, the collected data normality assumption for all indices is rejected (Table 3).

These conclusions indicate there is a fairly powerful correlation relation between the organizational identity and either of the professional ethics indices (fairness to employees, respect to employees, openness for employees, trust in employees).

At 99% reliability level and significance degree smaller than 0.05 maximum amount of correlation coefficient is equal to 0.71 and related to the organizational identity and fairness to the employees. Also minimum amount of correlation coefficient is equal to 0.57 and related to the organizational identity and openness for employees.

**Examination of the research variables impacts:** Regarding the mentioned model, the amount of corrected

Table 1: Demographic characteristics examination

Characteristics description	Numbers	Frequency (%)
<b>Sex</b>		
Man	71	65.7
Woman	37	34.3
<b>Age</b>		
20-30	60	55.6
30-40	39	36.1
40-50	9	8.3
<b>Educational level</b>		
Diploma degree	17	15.7
Associate degree	22	20.4
BS degree	53	49.1
MS degree	12	11.1
Doctoral (PhD) degree	4	3.7
<b>Work experience record</b>		
1-5	72	66.7
6-10	21	19.4
11-20	12	11.1
21-30	3	2.8

Table 2: Data normality test

Statistics	Fairness to employees	Respect to employees	Openness for employees	Trust in employees	Organizational identity
Smirnov-Kolmogorov statistic	3.54	3.19	-	5.12	3.39
Significance level	0.00	0.00	-	0.00	0.00

Table 3: Correlation between professional ethics and organization identity

Index	Correlation test	Respect to employees	Fairness to employees	Openness for employees	Trust in employees
Organization identity	Spearman correlation coefficient	0.620	0.71	0.57	0.59
		0.014	0.02	0.03	0.00

Table 4: Changes of dependent variables by independent variables

Model	Correlation	Determination coefficient	Corrected coefficient	Standard error estimation
1	0.72	0.519	0.50	0.39

Table 5: Regression variance analysis between the organizational identity and professional ethics values

Different significance test	Squares summation	Degree of freedom	Mean squares	Test statistic	Significance level
Regression effect	34.73	4	8.68	28	0.00
Residue	32.19	103	0.31		
Total	66.93	107			

determination coefficient is equal to 0.51 which is indicator of this point that about 50% of dependent variable changes (the organizational identity) is affected by the independent variables (fairness to employees, respect to employees, trust in employees, openness for employees) (Table 4).

As it could be seen in Table 5, the significance level is equal to zero smaller than 0.05, consequently there is a significant relation between the intended variables at 95% reliability level.

**DISCUSSION**

Table 1 findings which tell us about the sample distribution in the Top-Tours Company indicate the most number of employees is of male sex which among them, the most number will be in the 20-30 years age range level, 1-5 years' work experience record and with the Bachelor of Science (BS) degree (49.1%).

Also the result indicated a relationship between the employees' professional ethics and the organizational identity of Top-Tours Company in the form of a meaningful and positive correlation. Therefore, it could be said the code of ethics quadruple variables of the professional ethics have an impact on the organizational identity and this linkage explains the more observing the professional ethics principles among the employees, the higher level of the organizational identity that the Company (Top-Tours Co.) enjoys in the inside and outside of the organization.

Regarding the first secondary hypothesis, "there is a meaningful and positive relationship between respect (to employees) factor and the organizational identity" as you seen, the significance degree is equal to 0.014 and because this value is smaller than 0.05, therefore, the correlation between respect (to employees) factor and the organizational identity at the 95% reliability level is meaningful and is equal to 0.62. This value indicates a relative suitable relationship and good correlation between respect (to employees) factor and the organizational identity.

Regarding the second secondary hypothesis, "there is a meaningful and positive relationship between fairness (to employees) factor and the organizational identity", the significance degree is equal to 0.02 and because this value is smaller than 0.05, therefore, the correlation between fairness (to employees) factor and the organizational identity at the 95% reliability level is meaningful and is equal to 0.71. This value indicates a strong relationship and correlation between fairness (to employees) factor and the organizational identity.

Regarding the third secondary hypothesis, "there is a meaningful and positive relationship between openness (for employees) factor with the organizational identity", the significance degree is equal to 0.03 and because this value is smaller than 0.05, therefore the correlation between openness (for employees) factor and the organizational identity at the 95% reliability level is meaningful and is equal to 0.057. This value indicates a relative good relationship and correlation between openness (for employees) factor and the organizational identity.

Regarding the fourth secondary hypothesis "there is a meaningful and positive relationship between trust (in employees) factor and the organizational identity", the significance degree is equal to 0.00 and because this value is smaller than 0.05, therefore the correlation between trust (in employees) factor and the organizational identity at the 95% reliability level is meaningful and is equal to 0.059. This value indicates a good relationship and correlation between trust (in employees) and factor the organizational identity.

In reality, it could be said any escalation in the employees' professional ethics value is alongside the escalation in the organizational identity value. For justification of this relationship, it could be expressed in addition to existing a meaningful relationship between the professional ethics and the organizational identity, it appears the professional ethics causes strengthening and augmentation of the organizational identity which is in conformity with the research results by Gol and Naderi.

The human resources together with the other factors and components are the important part of the organizational identity and the human resources ethical behavior is tied-up with and linked to the organization moral performance.

**Propositions:** Regarding the organizational identity is taken into account as a main factor in the organizational life and employees identity unification with the organization identity cause enhancement the behaviors

agreed with and in direction of the organization goals, it is proposed the top management of the organization improves the behaviors agreed with and in direction of the organization and cause their realization through making efforts in order to recognize, develop and strengthen the organizational identity.

It is proposed, through establishing spirituality and the work ethics in the workplace and benefiting from the immaterial tools, discretion and useful approaches in the workforce, the organization managers provoke the feelings in them, implies their work should be meaningful, purposeful and challenging and these cause the progress and growing valuable backgrounds for the organization.

Through establishing the work ethics in the work environment, they presume themselves as a member of the organization, "supporting one another" concept as a necessity and inevitable requirement and their unification with the organization vision, mission and goals.

The managers are emphasized at all times in relations with their employees they face them respectfully and in the framework of observing the human and spiritual values, abstain from ordering and commanding manner as much as possible in order to position this belief in employees that governing atmosphere over their workplace is a friendly space and the organization would show a great dignity and respect to them so that these initiations cause the employees satisfaction and their commitment to the organization.

## **CONCLUSION**

Also regarding the research findings, it is proposed through formation of the teams comprising of the experienced purposeful and creative managers and holding the team work meetings, the procedures of attaining the moral values are discussed and the important practical actions and well-done works are acknowledged and appreciated in order to promote them and the necessary and adequate efforts are made for establishing emotional relationship among them and involving them in achievement the organization goals and targets.

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