

The Role of Clientele Respect in the Improvement of Employees' Life Quality in Governmental Organizations

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ABSTRACT

The present research seeks to study the effect of clientele respect on the employees' life quality of governmental organizations. Clientele respect is a slogan, which is executed in recent years to reduce official bureaucracy and meet as well as gain referents' needs and to governmental organizations. Clientele respect is a process that increases the efficiency of expected services, greater responsiveness and creativity in decisions and brings the establishment of justice and the improvement of respecters' life quality. The present study is a qualitative one in which its data are obtained through secondary method and are analyzed descriptively. The necessary data are collected using published or unpublished sources such as papers, reports, books and newspapers. These sources have been available in the exclusive libraries of organizations and high education libraries. In the present research, the most important tool used to collect data is the researcher himself so that the researcher personally attempted to note important points, transcript and classify data, interpret information, analyze data, rewrite and summarize them.

KEYWORDS: Clientele, Clientele Respect, Employees, Life Quality Improvement, Governmental Organizations

1. INTRODUCTION

Clientele respect is a slogan, which is executed in recent years to reduce official bureaucracy and meet as well as gain citizens' needs and satisfaction with referring to governmental organizations and offices. Since, one of the categories of measuring the efficiency of official system is the rate of people's satisfaction with the offered services by governmental organizations, promoting and respecting people was determined as one of the seven-plan official transformation in order to establish essential mechanisms in offering optimum and effective services to people an employees' good manner with clienteles and internalize the issue. This plan was ratified by the Supreme Official Council suggested by Management and Planning Organization in the ninetieth session on April 14, 2002, in order to respect and gain clientele's satisfaction with the performance of the executive units. All governmental ministries, organizations, institutes and companies and those companies and institutes that use the government's public budget, must implement clientele respect plan in its appropriate way. This plan would be effective not only in providing official health, but also in improving employees' life quality through different ways such as guaranteeing respecters' job security. Life quality is a phenomenon that goes beyond organization's border and its consequences are observed in the individual's life. The advocates of the theory of life quality are in pursuit of new systems to help employees so that they can attain balance between work life and personal life. Life quality program includes any improvement in organizational culture developing employees in organization (Ravnagh, 2009, Act of Clientele Respect Plan, 2002).

Thus, the value system of life quality resulted from work considers investment on individuals as the most important variable in the equation of strategic management. Studying findings show that the component of this program reduces employees' complaint, rate of work absence, rate of applying discipline regulations and increase employees' positive attitude and their participation in the program of the system of suggestions. On the other hand, meeting employees' needs will result in organization's long-term optimization and efficiency (Saedi & Najafabadi, 2010; Sharif, 1990). Necessary mechanism in offering optimum, appropriate and effective services to people under the title of respect plan and gaining clientele's satisfaction in the official system have particular importance, because it is effective not only in the improvement of offering desirable services from organizations to the respected ones, but also in the improvement of job status and finally respecters' life quality, but the main objective of the present research is analyzing the consequences of clientele respect in the improvement of respecters' life quality.

2. LITERATURE REVIEW

Nowadays, the status of clientele respect is no secret to anyone in the development of objectives and activities of each organization or social, economic, cultural and political institution at different local, regional and international levels as well as employees' life quality of these institutions and organizations. Now, the conditions and structure of societies, following

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different changes, are so complex that the achievement of these goals and development of organizational activities will not be possible easily. The analysis of the experience of many countries shows that organizations could not achieve a dramatic success, but failure in many activities in spite of widespread efforts and activities. Paying attention to human munificence as the essence and the pillar of respectability is considered to be necessary for clientele respect in governmental organizations. Human munificence can be considered as activating virtues and giving sense to them through self-scrutiny and theosophy to devise practical strategies for reforming organization (Zolfaghari & Shatar Sabran, 2009a, 2009b; Zolfaghari, Shatar Sabran, & Zolfaghari, November 2009, Sajadi; Ebrahimisani, 2011, Soltani, 2002). The indices of clientele respect are different in the different governmental organizations, but a number of these indices are analyzable and considerable in experts' definitions and views can be observed in Figure 1.

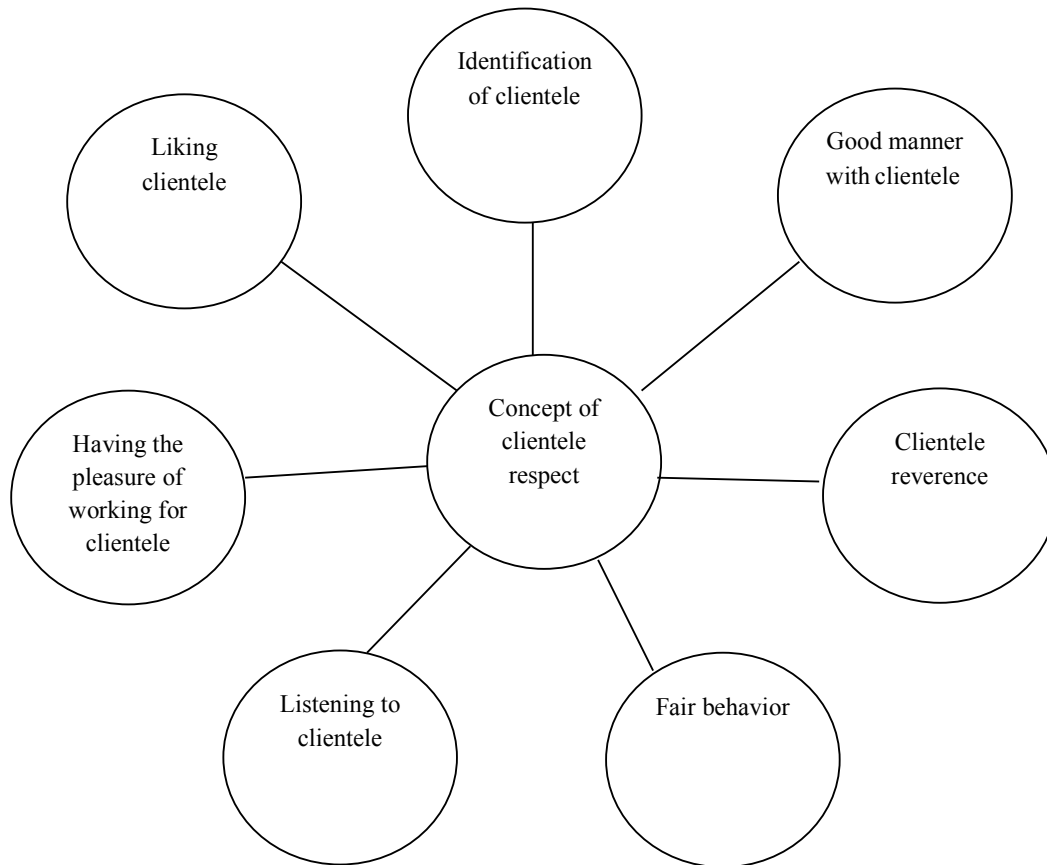


Figure 1. Concept of clientele respect
(Sajadi; Ebrahimisani, 2011: 4)

The notable point in most of presented duties and definitions is the very relation and bond with an addressee so that Cutlip in this regard mentions that clientele respect is identifying duties as well as making and maintaining good and desirable relations with the society (2013). Soy (1971, 2-17) by defining public opinion considers it as the inner conscience of a nation and believes that people play an important and significant role in governmental organizations' activities, the issue that nowadays is suggested as "clientele respect" in most organizations and on the government's agenda (Aghadavood, 1993:7). Islam has taken the issue into consideration more than other religions and ideologies. Imam Ali (pbuh) considers severity and misconduct to people and oppressing God's servants as war with God and expresses in his letter to Malik al-Ashtar:

"Set yourself not up to war against God, for you have no power against His vengeance, or are you able to dispense with His pardon and His mercy. Never be regretful of pardon or rejoice at punishment, and never hasten (to act) upon an impulse if you can find a better course."

Imam Ali (pbuh) also adds in his letter to Malik al-Ashtar:

"Attempt to tolerate their pungent encounters with knowledge and banish impatience and egoism until God open His mercy doors to you and grant to you your reward of obedience"

Therefore, among rulers' and employees' characteristics in Islamic system is that they consider people of themselves and themselves of people. Therefore, they are not ready to make distance between themselves and people, but want to live with people. This method not only makes people positive and confident towards rulers, but also do not allow opportunistic

forces and factors to make authorities' mind negative towards people and put rulers against people. In addition to Islam, other political and religious systems have considered the issue. In England, this plan was founded in 1991 in the form of organizational responsiveness system and "citizenship charter" that its goal is the improvement of offering governmental services to people, 37 charters are drafted for important governmental services. These charters are revised and updated annually (Aghadavood, 2010). The Ministry of Labor of the U.S also defines job life quality as maintaining professional health, appropriate work time and sufficient payment and emphasizes on providing safe workplace and regards the safety of workplace as the foundation of pleasurable work (Elmi & Hashemzadeh, 2009). According to Dolan and Shuler work life quality (WLQ) is a process in which all organization's member influence each other through constant communicative path (Elmi & Hashemzadeh, 2009; Dolan & Shuler, 20002, 355). Therefore, WLQ is the level of job satisfaction, feeling organizational identity and social health in the workplace. Thus, life quality y is both a method and a moral goal.

Verter and Dyois have defined life quality of appropriate wok as benefitting from sufficient payment and advantages and good supervision and challenging, interesting and useful work conditions. Dubrin et al. regard WLQ as a process in which all organization's employees are effective in designing their job and workplace through all communicative channels (Pardakhtchi et al., 2009). Totally, WLQ provide employees with the opportunities that a wide range of their needs is satisfied in their job and workplace. According to them, WLQ has different forms and the common feature of all of them is that work authority and workplace are assigned to the employees and through this way, their commitment, satisfaction and productivity are increased.

3. Theoretical Framework

WLQ can be investigated from two views, the first one, WLQ is considered a series of objective and real conditions in organization such as inner-promotion policies, tolerant leadership, employees' participation and safe, desirable and equal measures and working conditions and the second one, WLQ is supposed to be equal to employees' attitude and their inference concerning feeling security, satisfaction and growth and development ability as a man. This relates WLQ in a limit that all man's needs are met. Thus, WLQ can be regarded objectively and subjectively (Pardakhtchi, 2005). The concept of WLQ is affected mainly by human resource managements in Japan that emphasizes on the psychic aspects of two phenomena employees' participation in organization's decision-making and equipping employees to scientific, moral and participatory abilities (Mirsepasi, 2003). The components of WLQ are suggested by many scientific, since in the present research, Walton's model is used to measure WLQ, the components of Walton's model in WLQ are reviewed. Providing growth opportunity and constant security, social dependency of work life, general atmosphere of life, social consistency in organization, law orientation in organization and development of human capacities are among the components of Walton's model in life quality, which are dealt with.

Providing Growth Opportunity and Constant Security

Providing the background for improving individual abilities, progress opportunities, opportunities of employing acquired skills, ensuring security and income, job guarantee are among the sub-components of Walton's model in WLQ, which are achieved and continued by teaching employees constantly.

Social Dependency of Work Life

This issue refers to the employees' understanding way of social responsibility. In other words, organizations should not seek profitability and productivity, because they are responsible for the society and all individuals and other social institutions and should respect laws dominant over society, values and culture of society (Shirakvand, 2007).

General Atmosphere of Life

General atmosphere of life in the sense of WLQ includes preserving balance, work harmony and other employees' responsibilities. It also compromises employees' understandings, management style, and organizations' value system and provides reward and procedures that facilitate doing works (Shirakvand, 2007).

Social consistency in Organization

Consistency refers to create friendly atmosphere in a manner that employees feels organizational belonging. When employees are depended on organization emotionally and psychologically, determine their identity with the organization, participate in organization's affairs, contribute in the decision process of socialization and learn how to play their roles accurately in accordance with organizational regulations (Abbaspour, 2005).

Law Orientation in Organization

Providing the free background for employees views fearlessly and the predominance of law refer to the component of law orientation and emphasize that particular procedures supervising employees' rights should be tangible in workplace to achieve this important issue. This issue reduces tasteful behavior and works are internalized (Zolfaghari, Shatar Sabran, & Zolfaghari, 2009a; Zolfaghari, Shatar Sabran, & Zolfaghari, July 2009).

Development of Human Capacities

The development of human capacities regarded by Walton in WLQ includes work dependency, use of different skills and access to appropriate information (Shirakvand, 2007). Making capacities human makes workplace, work content and work type in accordance with human dignity. Thus, work should not change employees' human nature. It also should not be treating or dangerous, but it should be designed din a way that results in employees' social progress.

4. METHODOLOGY

Collecting necessary information for a research is one of its crucial phases. The phase of collecting information is the beginning of a process in which the researcher collects field and library findings and makes them compressed by

classifying them and then analyzes them and evaluates his/her formulated hypotheses and finally issue decree and finds the answer to the research problem by depending on them. The present study is a qualitative one in which its data are obtained through secondary method and are analyzed descriptively. The necessary data are collected using published or unpublished sources such as papers, reports, books and newspapers. These sources have been available in the exclusive libraries of organizations and high education libraries. In the present research, the most important tool used to collect data is the researcher himself so that the researcher personally attempted to note important points, transcript and classify data, interpret information, analyze data, rewrite and summarize them. The present study is a qualitative one in which its information are analyzed qualitatively. Analyzing the information is as follows:

- 1- All required secondary information are collected, and classified through secondary documents including printed or unprinted Persian and English materials according to the objective of the study.
- 2- The classified and grouped information are integrated with science and knowledge as well as researcher's understanding. In fact, realities are combine with researcher understands.
- 3- The results are published in accordance with the objective of the research.

5. RESULTS AND DISCUSSION

In order to discuss the achieved results in the present research, it is necessary to analyze the objective of the research and clarify the obtained results. The objective of the present research is to analyze the relation between clientele respect and the improvement of WLQ of the employees of governmental organizations. The findings of the present research, which are obtained based on Walton's components of WLQ and clientele respect show that clientele respect in governmental organizations sand its effects in these components are observed so that clientele respect in governmental organizations improves individual abilities, accelerates employees' progress, increase professional skills, income and job guarantees. This issue is observed in the works of other management and social sciences researchers in addition to Walton's works Khadem et al. (2014: 70-71) in their research titled "the analysis of referents' satisfaction rate to the NAJA Deputy of Manpower with the quality of offered services (clientele respect)" analyzed the role of clientele respect in the improvement of respecters' individual abilities and concluded that a significant relation exists between perceptible factors, guarantee and warrantee, responsiveness, trustworthiness, empathy and clientele respect.

Maleki (2012) in her study analyzed the effect of official health on the employees' job satisfaction of the central library of Astan Ghods Razavi and pointed out that organization can play a significant role in the official health and employees' job satisfaction by employing accepted, professional and committed managers. According to Maleki, to meet official health, executing a series of activities including professional skill increase, reduction of official bureaucracy, abandon of official exclusiveness, reformation of laws and discipline regulations, insurance of and providence of job security, creation of friendly and stress-free atmosphere in workplace, use of punishment and encouragement systems, evaluation of employees, description of employees' duties, justice orientation in employees' employment and job promotion, consideration of fair and educative rewarding system for employees' performance guarantee official health and job satisfaction. Based on the research results, clientele respect has reinforced organizational and social responsibilities in governmental organizations and has made employees to regard themselves responsible for society and all individuals and other social institutions and respect laws dominant over their organization in addition to the improvement of individual abilities. The results of this research indicate that clientele respect in governmental organizations is highly effective in granting rewards, implementing lateral programs such as entertainment ones and reinforcing individuals' motivation in organizations and knowing social duty and employees' communicative factors.

Salrirad & Salehi (2012: 117-118) in their research "clientele respect in the light of organizational ethics teachings," confirmed the research result and added that clientele's satisfaction is achieved by revering humans' value, the culture of preserving human dignity and respecting clientele. The necessity for this action is explaining and analyzing ethics values effective in referents' satisfaction and finally in discovering the results of this satisfaction. Good behavior in encountering with others, job knowledge, creative spirit, patience and fairness, rapidity and necessary accuracy in doing delivered affairs, necessary information regarding organization's activities to clientele, responsibility and having criticism-accepting spirit are among moral values effective in this issue.

The present research also confirms the position of clientele respect in creating general atmosphere of life and work for the respecters and believes that maintaining balance and work harmony and other employees' responsibilities cannot be separated from respecters' roles in organizations and this is intensively related to employees' understandings, management style and organizations' value system that the results of these interactions is the improvement of the status of rewards and facilitation of doing works. Keramati (2006) in a paper in this regard, has pointed out that friendly atmosphere in organizations is the main feature and foundation of participation in organization and has added that mutual relations, employees' practical participation, increase of creativity and innovation, growth of critical thinking, word power and leadership, tolerance of opposite views, personal responsibility sense and the role of manager as the guide and counselor are among the main characteristics of the increase of employees' participation in organizational decisions.

The present concerning the role of clientele respect in the improvement of work life in employees of governmental organizations. When the respect is resulted in improving employees' life quality that social consistency exists in organizations. In this manner, this atmosphere employees so that feel belonged to organization more and follow the issue desirably. With organizational consistency employees' emotional and psychic dependency towards organization is intensified, employees' identity is depended in organization, employees' participation is increased in affairs, the process of socializing employees is reinforced and employees implement clientele respect more accurately and lawfully (Zolfaghari,

Shatar Sabran, Sarjit, & Nobaya, 2009; Zolfaghari, Shatar Sabran, & Zolfaghari, 10-11 June 2009; Zolfaghari, Shatar Sabran, & Zolfaghari, 2009).

Reinforcing employees' participation and organizational consistency are among research results that are referred in other researches. Sheh Bakhsh has noted the issue and pointed out that unfortunately official system is afflicted with a disease that should be cured opportunely. He considers the wildness of government's performance and its dispersion of duties as the origin of organizational disorder and dissolution and adds that the government cannot respond the issues and problems properly due to the disorders. According to him, other complexities of the exiting relation have caused a situation in which people and clientele are ignored.

Studies regarding the role of clientele respect I the improvement of life quality yin employees of governmental organizations consider law orientation in organizations as an appropriate background for respecting clientele y employees and show that this issue reinforces the ground for criticizing freely and constructively and free speech among employees fearlessly and causes that the continuance of employees' rights would be guaranteed, tasteful behavior be reduced and works be internalized by law orientation. This component is confirmed by researchers in others' works. Sheikhi (2011:109) in his study considers faithfulness to law as the most important principle in running affairs and has mentioned that observing law by all people in each rank the lack of discrimination and fairness in enforcing law is the superior thing that maintains governments' health and guarantees their popular support. When the Commander of the Faithful was deprived of government, reminded the fact to the rulers not to be deviated from the right path. As reminded Umar ibn Al-Khattab:

There are three things that if you guard them and practice them, you are free from other affairs and if you abandon them, you will find nothing useful but them ("what are they?" he asked) "enforcing limit (law equally) to the relatives and strange ones, adjudicating upon God's book in happiness and anger and dividing treasury equally among white and black" he said (Sheikhi, 2011: 227).

In addition to the mentioned cases, clientele respect by employees will have undeniable effect, which is the development of human capacities. Developing human capacities will bring about work independency, use of different skills and access to appropriate information. As it was mentioned, making capacities human, makes workplace, work content and work type human and finally results in employees' social progress. Salarirad & Salehi (ibid: 112-113) in their study confirmed the result and mentioned that success in gaining clientele's satisfaction plays a crucial role in employees' self-respect. Individuals with high self-respect show positive performance from themselves. Furthermore, they evaluate their abilities at high level and are confident that when decide to do something, they will be definitely successful. According to the researchers, the most important function of high self-respect in gaining clientele's satisfaction prevents from official corruption in addition to preserving clientele's respect. They believe that employees who hold value and trust for themselves do not resort to wrong ways y relying on its capacities while flourishing themselves through creativity and innovation, enjoying their life by their constant efforts.

The general results of the present study indicate that considering clientele's needs, offering opportune and desirable services, valuing time, energy, people's costs, and totally valuing individuals' human dignity as a way for the official, moral, organizational and intellectual promotion in the employees of governmental organizations. The results of this research also stress that internalizing moral values in organizations depends on the explanation of moral position and components effective in clientele's satisfaction. Moreover, the results of the study indicate that various factors including work ethics, work conscience, making effective relation, self-respect, offering desirable services and participatory spirit have been and are effective in the improvement of employees' WLQ. The results also show that although clientele respect has had various positive effects in the improvement of employees' life quality, it has been confronted with challenges such as loss of WLQ, laziness, various economic inequalities, degree-orientation, preference of personal needs on organizational ones, unfair conditions, unfair facilities and the increase of flattery spirit in organizations.

6. Conclusion

Nowadays, clientele respect has been regarded by the authorities more than before. In today's competitive world, clientele respect is undeniable necessity and certainly it plays a crucial role in the improvement of employees' life quality of governmental organizations. Employees, who consider clientele respect, have better indices of life quality. In this process, various factors such as work ethics, work conscience, effective communication, self-respect, offering desirable services, participatory spirit, culture, economy, political environment, religion, law, rewarding system, senior managers' behavior, values, education and reference individuals are effective in the improvement of WLW, which are analyzable in separate studies. Moreover, not respecting clientele can cause negative consequences at organization's level. Official corruption naturally is opposite to people's benefits. Thus, WLQ and its relation to clientele respect are considered among the most vital issues in today's governmental organizations that ignoring them makes organizations' and society's sublimated plans and perspectives.

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