

Relationship of Knowledge Management and Intellectual Capital Components (Case Study: faculty members of Urmia University)

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ABSTRACT

This study investigated the relationship between the components of intellectual capital and knowledge conversion process at the University of Urmia. The study was a descriptive correlation, 74 faculty members of the university were selected randomly. Two questionnaires were used to collect research data. The questionnaire with high content validity (with management expert), were prepared and Cronbach's alpha reliability coefficient for the measure in a pilot study on a sample of 30 people was calculated, that for intellectual capital questionnaire is $\alpha = 0.91$ and for km is $\alpha = 0.92$. Data was collected based on the research hypotheses and using multiple regression analysis and MANOVA were analyzed. The results indicate that the relationship between the components of intellectual capital and knowledge management component is significant, the relationship between combined knowledge and inner knowledge with intellectual capital is significant, Also the socialization of knowledge, externalization of knowledge, are predictors of intellectual capital.

Keywords: Knowledge Management, Intellectual Capital, Faculty Members, University.

Introduction

Backgrounds check reviews and opinions by experts that require the application of knowledge management in organizations is undeniable. Factors such as globalization, downsizing government, citizen-centered and citizen participation requires that special attention needs to be taken to knowledge management.

Organizations must be able to effectively manage their knowledge assets (Abtahi and Salvati, 1385). Specter of educational institutions can benefit from knowledge management to deliver competitive stairs and a higher degree of quality, innovation and efficiency gain (Hamid, 1383). However, the industrial era, the price of

property, machinery, equipment and raw materials business unit were considered as efficient elements, While efficient use of intellectual capital in the information age that will determine the success or failure of the business unit. Despite the importance of tangible assets in goods services in the new economy, economic value and wealth creation and use of intellectual capital often comes not from tangible assets management. This is the estimated size of about 50 to 90 percent of the value is created by companies in today's economy, the management of intellectual capital. So, to compete in a knowledge-based economy of technology, most of the resources devoted to research and development, staff training and new technology, it seems necessary (Svnyr et al, 2007), Immaterial capital over financial capital to create value, then the organization can develop employee relations, creativity and innovation to create more value. Intellectual capital, knowledge management and intangible assets, including the most important factors determining the value of future business strategies Vkarv painting them is a long-term technology planning. Despite the importance and status of intellectual capital strategy, abstract and dynamic nature of this concept, the researchers defined it is difficult (Chen et al, 2004). Despite the importance and status of intellectual capital strategy, abstract and dynamic nature of this concept, a researcher have a hard time determining, and is defined as (Chen et al, 2004). Am better than words can say that today's intellectual capital management, organizations and institutions to more success in the future prospects of sustainable competitive credit will market. In the present era of intellectual capital as a vital stimulus to sustain the validity of a system in today's competitive

environment has become (Nozim content, 1,390th). So knowledge management and intellectual capital management as well as key tools to survive and thrive in today's changing world will be introduced. So based on these two variables are important and that the theoretical gap exists in the literature, researchers have attempted to study the relationship between knowledge management and intellectual capital to pay.

Theoretical Research

In today's world of intense competition, the scientific, technological, economic, social, political and ... The country has emerged as a critical look at the role of universities in many of these areas provides irrefutable. In the fields of science and technology and scientific support economic growth, social and political are communities. Awareness of these issues to the attention of universities, their mission and vision, style and targeted implementation of the objectives of planning and efficient use of human resources and knowledge management and organizational demands. What is essential for the development of modern, serious need for innovation in human resource management and organizational knowledge with the aim of building capacity to meet the challenges of globalization. In today's modern world, discussion of foresight, strategy-based organization, production and sales promotion of knowledge and intellectual capital of an organization is of great importance that the phenomenon of the organization whether, and in the universities specifically applies. Any organization that seeks to create innovation in knowledge management must set out the objectives to be completed with the help of other corporate objectives to develop organizational

knowledge management. Davenport and Prvsak (1988) argue that knowledge transfer process requires that the organizational structure is designed that the field of intellectual capital between member organizations to share a common language and provides a significant upgrade and provide knowledge transfer (Pabluz, 2003) Knowledge management, organization conscious effort to increase business competitiveness and innovation and efficiency in a world of rapidly changing technology and the market is turbulent, troubled today. KM, origins of communication, understanding, quality of decision making and sharing of knowledge and natural history in the continuous data into information and information into knowledge, and prevent to the concentration of too much data useless and annoying. Nonaka and Taguchi underlines the transformation process of knowledge knows:

Social construction of knowledge (from tacit to tacit): The first element of the transformation process of knowledge sharing and the sharing of ideas, interaction, tacit knowledge to tacit knowledge, this is what effective team dynamics within or between colleagues who have shared ideas occur. People at this stage about what is important to them, and sit down to discuss the ideas of others are feeding.

Knowledge externalization (from tacit to explicit): Ideas become into a practical reality. The use of metaphors, parables and proverbs example of this type of interaction can be implicit knowledge explicit. In a controlled atmosphere, metaphors and analogies to help people to tacit knowledge (experiences, ideas, opinions, etc.) to reveal the image of the externalization of ideas clear to others envisage.

Combining knowledge (explicit to explicit): Several sets of explicit knowledge within the knowledge of the transaction documents are published or discussed during meetings and team meetings, processed, and then to create new knowledge, are classified. The objective is clear that knowledge, it can be easily expressed, documented or transferred.

Internalization of knowledge (from explicit to implicit): Internalization of explicit knowledge to tacit knowledge is overseeing the conversion process this helps group members, and their imagery to express the issues that need to be resolved, Members therefore a good idea to try to internalize these ideas to their priority based on understanding and developing a culture of learning (action learning) is effective (and Takychy Nonaka, 1995).

Knowledge creation in an organization's ability to create new and useful ideas and solutions implies the knowledge of the fundamental elements of knowledge management is of great significance that the development of new skills, new products, more efficient processes and better ideas are more focused (Gvtary et al, 2003; Shhbat et al, 2008).

One of the key factors in improving business processes and organizational knowledge management are intellectual capital development organizations because of one of the main tasks of the intellectual capital management, and education to shape the process of creating value from knowledge. The connecting thread of human resources, intellectual property, intellectual property (Stewart, 1991, 2001).

There is no general consensus about the nature of intellectual capital and several definitions have been provided here are a few notes:

According to Chen, Zhu Xi (2004), from a strategic point of view, intellectual capital and increase enterprise value is used to create intellectual capital and capabilities required to successfully manage this scarce resource. From another perspective, intellectual capital evaluation model for assessing the effectiveness of a focus on financial and non-financial items that are combined (Ramezan, 2011). The intellectual capital, knowledge, culture, strategy, processes, and intellectual property to the value of communication networks can be \rightarrow and provides a competitive advantage and helps the organization to achieve its goals (Hsu and Fang, 2009). However, since the definition of intellectual capital that is accepted by everyone, is not provided, but most scholars and experts in the field of intellectual capital \rightarrow definition of intellectual capital components are based on the consensus that it (Barrett, 2001, cited in Meyer perfection and the advent of records, 1387), With increasing research on intellectual capital, many of the studies proposed by Ross et al (1998), Bvntys (1998), Johansen (1999) and Bvzra (2004) have used that contains human capital, structural capital and capital customer (Hsu and Fang, 2009).

Equators intellectual capital in terms of resources, the creation of wealth through investing in knowledge, information and experience that defines the property. This concept includes three main components: financial and non-reciprocal relationship is as follows (Stewart, 2001):

Human Capital: Human capital (HC) can be health, knowledge, motivation and skills regardless of human capital future earnings potential for the organization to be defined (Hsu and Fang, 2009). Despite these features in human resources is the satisfaction (Joseph et al, 2002). In human capital, including stored knowledge that

members of the organization, including staff competencies and mindset (Pique et al, 2002, Chen et al, 2004, p 196).

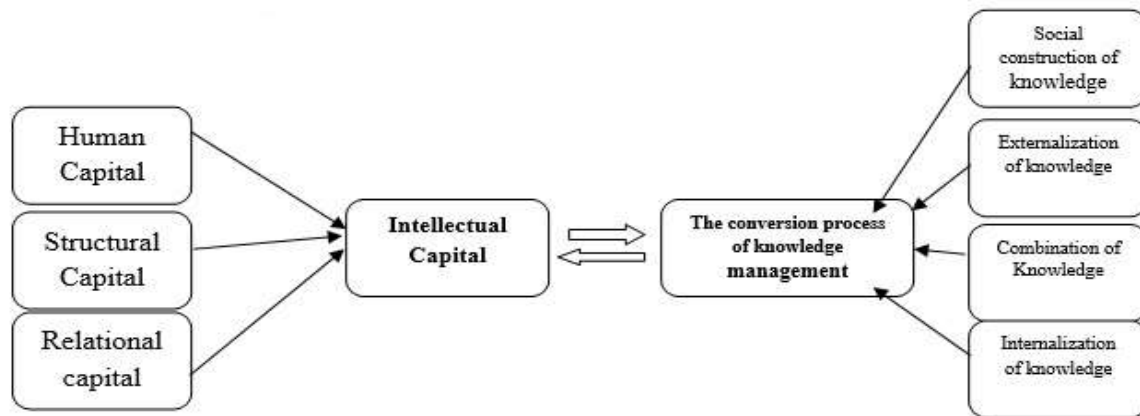
Structural Capital: Structural capital (SC) refers to the structures and processes within an organization, the staff and the way they use their knowledge and skills are applied (Vrgravn and Von Elm, 2005). Capital structure can be said to include all non-human reservoirs of knowledge that includes databases, organizational charts, process instructions, guidelines, and it is evident that the value of assets that are (Bvntys et 2000; Lopez, 2008, p 32). And capital structure can organizational culture, organizational structure, organizational learning, operational processes and information systems are classified Haas (Ramadan, 2011).

Relational capital: Relational capital or customer capital (RC) is the sum of all assets that the company's relations with the outside handles, the capital of relationships, customers, shareholders, suppliers, competitors, government regulatory agencies and the community (Khavndkar et al, 1388). The relational capital derived from the knowledge of an organization's marketing channels and customer relationships (Bvzbvra, 2004), In general, capital and intermediate customers who are in the process of intellectual capital as a bridge to surgery (Rastvgy, 2002, p 234).

Structural capital and human capital in the organization interact with each other to coordinate funding customers that help shape and develop and apply (Chen et al, 2004). And based on perspective, Ramezan (2011), Customer capital is more important, compared the structural and human capital, more directly affect the value of the companies will increasingly become a key factor. The three components of intellectual capital are interdependent. Intellectual capital of the

composition, deployment, interaction, integration and balance between the three components and manage the flow of

knowledge between them provide the best possible value for their organizations (Pique et al, 2002).



Research hypotheses

The whole process of conversion process knowledge management from the perspective of intellectual capital components Urmia University faculty members is related.

Between each of the components of intellectual capital and knowledge management of all stages of the transformation process from the perspective of University faculty members are related.

The process of turning knowledge has the ability to predict human capital.

The process of turning knowledge has the ability to predict structural capital.

The process of conversion of client funds has the ability to predict.

Methods and population

This research is a descriptive correlation method. The population consisted of 346 members of the University faculty which using a stratified random sampling proportional to size of 74 subjects was selected. To determine the sample size according to the number of population is using Cochran's formula (Carol, 1382).

$$n = \frac{nt^2s^2}{nd^2 + t^2s^2} = \frac{346(1.96)^2(0.82)^2}{346(0.01) + (1.96)^2(0.82)^2} = 74$$

Tools for data collection

The required data for this study were collected through a questionnaire as follows:

Inventory conversion process of knowledge management:

This questionnaire is designed in the form of 26 questions designed by the researcher. Factor analysis of the questionnaire, the four components gained in 73/0 of the variance were extracted. Testing KMO = 0/90 Bartlett (0001/0> P) showed that the sample size is adequate and that there are factors in the population. Results of factor loadings greater than 3/0 with orthogonal rotation, the four components gained.

Inventory of intellectual capital:

The scale model of Bvntys Inventory (2001) and Pique and colleagues (2002), which is designed in the form of 35. The results of the factor analysis, three

parameters (human capital, structural capital and customer capital) gain. Testing KMO = 0/925, and Bartlett (0001/0> P) showed that the sample size is adequate and that there are factors in the population. Results of factor loadings greater than 3/0 with orthogonal rotation, to obtain the desired three-component.

Research Findings

Findings from this study in the context of hypotheses have been proposed:

First hypothesis: the process of converting all the components of intellectual capital and knowledge management perspective there are University faculty members.

Table 1. Results of the MANOVA analysis of the relationship between each of the components of intellectual capital, the knowledge conversion process

The process of turning knowledge management	Wilks Lambda	Coefficient F	Degrees of freedom	Significance Level	The subscription rate	Statistical power
Social construction of knowledge	1/000	0/02	3	0/99	0/0001	0/05
Externalization of knowledge	0/99	0/40	3	0/74	0/006	0/13
Combination of Knowledge	0/96	2/70	3	0/04	0/13	0/82
Internalization of knowledge	0/36	15/27	3	0/001	0/63	0/99

Table (1) shows a significant relationship between the coefficients of F (P = 0/04) and internalization of knowledge (P = 0/001) with a total subscription amount of the components of intellectual capital are 13/0 and 63/0 percent. Therefore, a hypothesis is confirmed in the two cases. Significant relationship between social knowledge and internalization of knowledge and intellectual capital component does not exist and cannot confirm the hypothesis.

Second hypothesis: the total of each of the components of intellectual capital transformation process knowledge management from the perspective of University faculty members are related.

Table (2) shows that the F ratio between the three components of intellectual capital (human capital) with (P = 0/001) and a subscription rate of 63/0, structural capital (P = 0/001) and the sharing 58/0, and customer capital (P = 0/001) and a

subscription rate of 38/0, the whole process becomes a process of knowledge management, there is a significant positive relationship. And statistical power (99/0, 97/0 and 94/0) represents a sufficient sample size to test these hypotheses. Therefore, this hypothesis is confirmed.

The third hypothesis is: the process of converting human capital has the ability to predict.

As Table 3 shows the F ratio equal to 59/3 is the significant level of 99% is obtained and it shows that the relationship between variables is linear. Show the 62/0 of the variance in human capital is explained by the conversion. As well as the regression coefficients indicate that the combination of ($\beta = 0/12$) and internalization of knowledge ($\beta = 0/76$) can make human capital more effectively and make meaningful predictions.

Table 2. Results of the analytic analysis of the relationship between intellectual capital components of each stage of the conversion process

The process of turning knowledge management	square	Degrees of freedom	Mean Square	Coefficient F	Significance Level	Subscription rate	Statistical power
Human Capital	4221/68	4	1182/92	86/30	0/001	0/63	0/99
Structural Capital	7276/15	4	1819/03	69/12	0/001	0/58	0/97
Relational capital	717/63	4	179/40	31/33	0/001	0/38	0/94

Table 3. Results of multiple regression analysis to predict human capital through the conversion process knowledge

Predictor variables	The criterion	F	P	R	R ²	β	t	p
Social construction of knowledge	Human Capital	3/59	0/0001	0/79	0/62	0/001	-0/005	0/99
Externalization of knowledge						0/01	0/26	0/79
Combination of Knowledge						0/12	47/2	0/01
Internalization of knowledge						0/76	17/04	0/0001

Hypothesis IV: The process of turning knowledge has the ability to predict structural capital

As Table 4 shows that ratio equal to 19/4 is significant at the 99% level is obtained and it shows that the relationship between variables is linear. Show the 57/0 of the variance in capital structure is explained by the conversion. As well as the regression coefficients indicate that the internalization of knowledge () Capital structure can effectively predict significant.

As Table 5 shows the F ratio equal to 70/3 is the significant level of 99% is obtained and it shows that the relationship between variables is linear. Show the 56/0 of the variance in customer funds is explained by the conversion. As well as the regression coefficients indicate that the internalization of knowledge () can be a significant investment for the customer to effectively predict.

Table 4. Results of multiple regression analysis to predict human capital through the conversion process knowledge

Predictor variables	The criterion	F	P	R	R ²	β	t	p
Social construction of knowledge	Structure Capital	4/19	0/0001	0/76	0/57	-0/01	-0/20	0/84
Externalization of knowledge						0/05	0/82	0/40
Combination of Knowledge						0/05	0/84	0/39
Internalization of knowledge						0/74	15/52	0/0001

Table 5. Results of multiple regression analysis to predict customer capital through the conversion process knowledge

Predictor variables	The criterion	F	P	R	R ²	β	t	p
Social construction of knowledge	Relation Capital	3/70	0/0001	0/62	0/56	-0/01	-0/21	0/82
Externalization of knowledge						0/10	1/50	0/13
Combination of Knowledge						0/10	1/50	0/13
Internalization of knowledge						0/60	10/42	0/001

Conclusions

Universities currently face exposed to global competition and increasing customer demands are far more varied and complex. Today the situation is far more complex and challenging universities in the past. So it should continue to maintain its competitive advantage in their markets and in terms of reducing costs and the need to be innovative. Drucker believes that today's most important economic resources, or other natural resources, capital and labor, not the knowledge that has emerged as a fundamental economic resource and will endure (Radyng, 1383). According to the first hypothesis, the findings in Table 1, a significant correlation between the combination and internalization of knowledge are capital components. Therefore, the hypothesis is confirmed. However, community knowledge and internalization of knowledge and intellectual capital components, there is no significant relationship and it is not approved and this could be due to the neglect of the power of the collective knowledge of the f There was no provision for the extraction of knowledge and experience, and the lack of experience in making decisions on which faculty, Hypothesis was the exchange of ideas and opinions, to share knowledge and

information of apathy, there was no provision for the extraction of knowledge and experience, and the lack of According to Table 2, the three components of thought (human capital, structural capital and customer capital) into the whole process of knowledge management, there is significant positive correlation indicates a high statistical power sufficient sample size to test the hypothesis. can be noted that in talking about the issues of knowledge and intellectual capital is always an objective, accurate and organized, making the transfer and exchange of information, combining core concepts and production of new knowledge, the transition to each other experiences, emphasizing new knowledge on innovation and ... It is suggested that these issues have been described in terms of knowledge management and intellectual capital of the university are the essential building. According to Table 3, the components of the transformation process of knowledge management, human capital has a significant positive relationship. Therefore, the general hypothesis is confirmed but the only component of the innate knowledge and knowledge is a significant predictor of relationship with human capital. In interpretation this Findings need be expressed that Process it went from manage Knowledge with the EBNESINA-individuals in organizations

been designed and this individuals University are have a make the knowledge produce, organize, exchanging and transfer particles can be and based on results There will also relationship overall between process-convert manage knowledge with human capital is essential. But the process became only the combination and internalization knowledge management knowledge in a predictive relationship with human capital suggests this may be due to the structure and culture of our university, and encourages the exchange of knowledge, experiences and information between individuals, no longer exists and activities of the organization, individual learning and knowledge is transfer and It also makes the process of socialization and externalization of ideas associated with human capital are not predict.

The findings in Table 4, the components of the transformation process of knowledge management, there is a significant positive relationship between capital structure, so the hypothesis is generally confirmed and but the process of internalization of knowledge with regard to capital structure is predicted. Conversion process requires knowledge of the structure of academic preparation, it is flexible and open to change the strength of the structure should be designed to lower the cost and time to do activities, employment plan, comprehensive plan based on the needs of sustainable development, adoption procedures, training and research oriented, meritocratic recruitment and appointments, and design structure and culture is open and supportive. For extraction, sharing, and transferring knowledge is organized in a coherent teamwork and maintain internal communication between faculty, creating collaborative cultures, ideas and welcome the new working methods, a new idea of

scientific production there is the need for communication between processes requires a knowledge and capital structure. The findings in Table 5, the components of a knowledge management process with client assets, there is a significant positive relationship Therefore, the general hypothesis is confirmed, but only between the inner knowledge that there is a predictive relationship with client funds. Part of the capital investment in the customer organization and philosophy of the organization is to satisfy the needs of customers will be required if the philosophy accepted. We deduce, part of the University of knowledge production, exchange, and data transfer is organized knowledge conversion process is a cycle, Information about the needs and demands of students, industry and organization, staff, parents, government, culture and politics ... These are programs that need to be accessed. The University is a valued customer who will invest the time to address the problems of clients and customers should be minimized given feedback information from students, faculty, staff, parents, and community ... Across the University, to be published, Student satisfaction and attract customers by satisfying their needs and desires, Customers are encouraged to continue working with universities, Through the process of gaining customer loyalty customer service and consistent value to customers should be inset.

According to research results, practical suggestions are offered below:

To achieve the desired state of human capital, the development and enhancement are proposed: Areas for improvement and provide criteria for evaluating employees' motivation to participate in team meetings and encourage staff to increase the skill level of the programs, including the

creation developed countries sabbatical to and create a climate of trust between faculty members, to share knowledge and generate new knowledge to strengthen.

Due to structural capital indicates that there are factors other than knowledge of human resources in the organization, such as: Hardware, software, databases, shared vision, technology and the like, and all cases were associated with the corporate and the efficiency of the support staff will be offered. Values, beliefs, and behaviors shared to minimize bureaucracy and promote the strengthening of administrative and In relation to infrastructure, increase efficiency of use of resources, institutional reform, improved methods and Work processes and implementing new ideas and proposals by the authorities of the management structure, the investment required to done.

In order to achieve a more desirable customer capital (communication), the importance of the study and to satisfy the demands of students and their recommended. Efforts are needed to meet the academic needs of the country, more and more valuable services, education, organizational behavior, expansion of relations and cooperation with other universities and industry, and finally - a knowledge-based management connection - done.

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