# **Organizational Supporting by Human Empowerment**

Nasser Fegh-hi Farahmand (Corresponding author) Department of Industrial Management, Tabriz Branch, Islamic Azad University, Tabriz, Iran PO box 6155, Tabriz, Iran Tel: +98-411-3300727 E-mail: farahmand@iaut.ac.ir

# Abstract

A discussion about a review on Human Resources System (HRS) in workplace has received relatively little attention from organizational behavior researchers. The first of the themes to be addressed concerns the relationship between emotion and rationality. There has been a longstanding bifurcation between the two with emotions labeled in pejorative terms and devalued in matters concerning the workplace.

The form and structure of an organization's human resources system can affect employee motivation levels in several ways. Organizations can adopt various Human Empowerment (HE) practices to enhance employee satisfaction.

Recognizing the importance of human empowerment in achieving flexibility in an international context expands the types of research questions related to the role of human empowerment functions in organizational performance, such as selection of human resources, training, and compensation and performance appraisal.

This paper considers the value of workers as an important intangible asset of an organization. The strategic importance of workers is discussed and their interaction, as an asset, with other important organization assets. The basic methodologies for valuing workers are then explained and their limitations are considered.

A significant finding from this study and own experience is that many issues remain unrecognized for far too long after they are first identified. Valuing intangible assets, in particular workers-related intangibles, is clearly not a straightforward exercise. These values are not as robust as we would hope, it is certainly better to attempt to attribute value to intangible assets than classifying everything as goodwill.

Keywords: human empowerment, organizational performance, management

# 1. Introduction

Are the approaches applied by accountants and the resulting values, however, equally valid for strategic planning and performance measurement or simply numbers to satisfy the information requirements of investors and efficient tax planning? Continuous training, employment security, performance appraisal and alternative compensation systems can motivate skilled employees to engage in effective discretionary decision making and behavior in response to a variety of environmental contingencies.

A discussion about a review on Human Resources System (HRS) in workplace has received relatively little attention from organizational behavior researchers. The first of the themes to be addressed concerns the relationship between emotion and rationality. There has been a longstanding bifurcation between the two with emotions labeled in pejorative terms and devalued in matters concerning the workplace.

The next theme explored centers around the theoretical grounding of emotion. Emotion is often described either in psychological terms as an individualized, intrapersonal response to some stimulus, or by contrast, a socially constituted phenomenon, depending upon the disciplinary perspective one adopts.

This study has reviewed how organizations, as powerful culture eating institutions, have applied normative expectations and established boundaries for the acceptable expression of emotion among human resources system through tactics such as applicant screening and selection measures, employee training, off-the-job socialization opportunities, organizational rewards and the creation of rituals, ideologies and other symbols

for indoctrinating the newly hired into the culture of the organization.

There is no doubt that valuing acquired intangibles such as brands, patents and workers lists makes a lot of sense rather than placing these organization critical assets in the accounting black hole known as goodwill.

Modern approaches recognize that selection of Human Empowerment (HE) is a complex process that involves a significant amount of vagueness and subjectivity. Tangible assets as such machinery, building, stocks and shares are pretty straightforward to value, their visible and corporeal nature makes them relatively easy to define and in most cases there is an active market from which value can be derived. In contrast, intangible assets are not so easily defined while it is rare that they are actively traded. Consequently, any intangible valuation exercise must start with 'What?' and 'Why?' before considering 'How?'

# 2. Organizational Workers

Capturing the wrong Organizational Workers (OW) information, unclear goals, inappropriate selection and use of technology, inability to integrate workers and processes and use of misleading metrics or improper measurement approaches are the major barriers in implementing and managing human empowerment projects systems that seek to identify individuals with the ability to learn and adapt to new situations and markets can provide a firm with competitive advantage.

Human empowerment of organizational workers is defined as a complex feeling state accompanied by physiological arousal and overt behaviors. These words in essence, imply motion.

Human empowerment is typically functional because a motivated person moves himself towards some goal. But, human empowerment of organizational workers is primarily expressive because an emotional person is moved. Human empowerment of organizational workers can be motivating to the extent that human activity towards certain goal is influenced and sustained by feelings.

Forever, international organizations can adopt various practices to enhance employee skills s follows:

1) Efforts can focus on improving the quality of the individuals hired, or on raising the skills and abilities of current employees, or on both. Employees can be hired via sophisticated selection procedures designed to screen out all but the very best potential employees. Indeed, research indicates that selectivity in staffing is positively related to firm performance.

2) Organizations can improve the quality of current employees by providing comprehensive training and development activities after selection.

The more we understand people and their total environment, the more their needs are likely to be met. When we talk about valuing workers relationships, the scope of definition is expansive. On the one hand, it is simply the value that workers generate for the organization. On the other hand, it is purely the value of the relationship. Neither definition is more correct than the other; however, the purpose and approach for valuing each are different.

A positive experience throughout the workers cycle should foster trust and develop loyalty, therefore allowing an organization to generate more revenue for less incremental expenditure. For example:

1) Happy existing workers are more willing to operation or services and try new operation or service offerings.

2) Making empower workers aware of operation and the cost of operation existing workers can be lower and, operation predicted.

#### 3. Human Empowerment and Development

Employees are one of the most valuable resources and organizations have to remain competitive. Modern organizations might achieve this by using organic Human Empowerment and Development (HED) that promote the development of a human capital pool possessing a broad range of skills and that are able to engage in a wide variety of behavior. Human empowerment and development can be managed through conscious practices.

This definition comes from an inter actionist approach, where, human empowerment are expressed in and partially determined by, the social environment. The human empowerment consists of four dimensions:

a) Frequency of interactions,

b) Attentiveness

c) Variety of human empowerment required,

d) Human empowerment dissonance.

Human empowerment dissonance was discussed as a state where, in the emotions expressed are discrepant from the human development felt. Job dissatisfaction and emotional exhaustion are proposed as outcomes of dissonance.

This definition of emotional labor includes the organizational expectations for employees in their inter actions with customers.

According to human development regulation proposed the individual can regulate emotions at two points.

With the lack of options to choose or modify the situation, human development regulation may take the form of the employee leaving the organization.

In short, service employees for human development may not have the breadth of situation modification that is available outside of a work role.

Response-focused development and empowerment regulation corresponds with the process of surface acting. The job environment or a particular work event may induce an emotion response in the employee and behaviors may follow that would be inappropriate for the encounter.

Generally, individuals experience a physiological state of arousal or empowerment and they then have development tendency.

The arousal state from emotions informs them and gets them in a bodily state to respond to the situation. But in today's society, people learn to regulate that development and empowerment tendency, so that their emotional reactions to other people don't result in fight or flight. So, these action tendencies to respond to empowerment producing stimuli are overridden by coping or regulatory processes so that people do not act inappropriately in social settings.

One way of considering how workers relationships create value is within the framework of Porter's value chain. In according with Porter organizational activities categories to support and main as Table 1, we know that organizational goal attachment depend on all of them.

Organizational support activities	Infra Structure (IF)				
	Human Empowerment and Development (HED)				
	Technology Development (TD)				
	Organizational Resources Procurement (ORP)				
Organizational primary activities	Input Activities	Process Activities	Output Activities	Marketing Activities	Services Activities

Table 1. Strengthening of Organization activities

Ref: (Feghhi Farahmand, 2011a; Schmitz & et al, 2004)

The chain of activities gives the products more added value than the sum of added values of all activities. It may be reasonable to suggest that it is the workers direct or indirect relationship with each of these activities that creates value for the organization.

Human empowerment and development as organizational ssupport activities, organizations tend to be highly decentralized and use informal means of coordination and control.

The reasons have to do with human bounded rationality. Bounded rationality refers to the fact that since human's Empowerment and development have not limited capacity, organizations can always find the absolute optimal solution by it.

In contrast, there are operation drivers that cannot be attributed to the brand but can have a significant influence on the workers relationship with a organization. For example, inertia is considered to be the single biggest driver of workers retention in the banking industry; clearly, this is not attributable to brand and therefore could be considered as part of the workers relationship value. Many organizations are becoming aware of the need to provide continued hands-on training rather than just pre-departure awareness training. In contrast to pre-departure training, post-arrival training gives global managers a chance to evaluate their stressors after they have encountered them. Documentary and interpersonal training methods have additive benefits in preparing managers for intercultural work assignments.

# 4. Human empowerment and development and Strengthening of Organization

Human empowerment is often described either in psychological terms as an individualized, intrapersonal response to some stimulus, or, by contrast, a socially constituted phenomenon, depending upon the disciplinary perspective one adopts.

The experiences of competition and domination likewise produce emotions in male s such as elation when they win and anger when their hegemonic position in the hierarchical structure is challenged.

Organizational actors quite rationally draw upon their emotions to evaluate their circumstances. This ensures that members will behave in ways that are consistent with their self-interests.

Hence, according to this perspective, Human empowerment underwrites rational decision making and enables employees to behave in ways that are rational for them. The behaviors of leaders and decision makers have been described as psychologically defensive reactions to unconscious fears and anxieties and unresolved early life experiences.

Other defensive posture s adopted by leaders in response to unrecognized and unconscious fear, anger, or envy may include coalition building, influence tactics or divide and conquer forms of control.

### 5. Strengthening of organization by human empowerment and development strategy

The functions of human empowerment and id can be considered to have a major impact on organizational behavior. By assuming individuals as pleasure seeking organisms, it is argued that ego searches for pleasure producing experiences in order to human empowerment drives and this process gives birth to defensive, intellectual-cognitive and executive human empowerment and development. Specifically, human empowerment and development can be examined as a part of the id that adapts and adjusts to those conditions residing in the external world.

Additionally, human empowerment and development covers unconscious behaviors of individuals who make sense of the world around them through conscious awareness found in strengthening of organization by human empowerment. From this standpoint, strengthening of organization by human empowerment is a mediator that links human resources system, human empowerment, organizational workers and human empowerment and development.

The distinction between reproducer and innovative organizations in a certain environment comes alive due to the specific characteristics of individuals whose routines and competencies vary significantly from those of existing organizations.

The relationship between human resources system, human empowerment, organizational workers, human empowerment and development could be associated with strengthening of organization by human empowerment.

As defense mechanisms enable strengthening of organization by human empowerment to inhibit feelings of discontent, a tension between human empowerment and organizational workers occurs. The main argument

here remains that human empowerment and organizational workers purpose is to acquire perfection under the circumstances the individual faces, postulates those occasions which is in direct opposition.

Capturing achievements and perfection strengthens human empowerment and organizational workers and at the same time, human empowerment cracks may come into existence because of the weakening role of human empowerment and development.

The meaning of human empowerment and development and founding of a new organization is closely related to each other. As a result, the relation between human empowerment and organizational workers and the environment becomes the fundamental issue of entrepreneurship through displaying characteristics of the need for achievement which may be associated with the harmony among these constructs.

Conceptually, argued that human empowerment and development exhaustion best captures the core meaning of burnout. In keeping with these empirical findings and conceptual frameworks, the authors explored the relationship of human empowerment and development exhaustion to important work behaviors, attitudes and intentions.

Impact of strategic planning on organizational performance and survival reported. Based on the findings from the study the following recommendations are made.

Having discovered that organizational performance and survival is a function of strategic planning, Organizations should accord priority attention to the elements of strategic planning for example:

a) Having a documented mission statement,

b) A future picture and vision of the organization,

c) Organizations should establish core values i.e., organization's rules of conduct, set realistic goals, establishment of long term objectives,

d) The development of action and strategic plans,

e) Implementation and adequate follow-up.

f) Since it was discovered that environmental factors affect strategic planning intensity,

g) Organizations should make adequate environmental analysis both the internal and external analysis; this can be done through the SWOT analysis which indicates the organization's strengths, weaknesses, opportunities and threats.

The concept of workers value discussed above for strategic purposes is very different from the accepted definitions applied by those involved in carrying out technical valuations for financial reporting. Classifies intangible assets into four categories:

- 1) Workers related
- 2) Marketing related
- 3) Technology based
- 4) Empower workers

Fewer employees work under individual incentive plans while greater numbers of individuals work under some type of group incentive system.

A substantial body of evidence has focused on the impact of incentive compensation and performance management systems on group performance. For financial reporting, an intangible asset should be recognized as an asset apart from goodwill if it arises from contractual or other legal rights.

Managerial strategies differ significantly across organizations, particular with regard to variables. Organizations tend to make different decisions about contingency, or variability.

In general organizations implement incentive compensation systems that provide rewards to employees for meeting specific goals. An intangible asset may also be recognized only if it is separable, that it is capable of being sold, transferred, licensed, rented or exchanged.

#### 6. Strengthening of organization by human empowerment and development management

Effective performance feedback is timely, specific, behavioral in nature, and presented by a credible source. Performance feedback is effective in changing employee work behavior and enhances employee job satisfaction and performance.

At an organizational level, effective emotional intelligence has been shown to underpin:

1) A work team's capacity to identify and ascribe to attitudinal and behavioral norms related to more effective patterns of interacting employees capacity to recognize,

2) Understand and navigate boundary and role confusion between work teams, departments,

3) Divisions and the organization within the broader market context and a sense of organizational accomplishment and trouble free operation,

4) Development of vertical trust, organizational support and general workplace wellbeing.

At an individual and leadership effectiveness level, Human Empowerment and development human empowerment and development management intelligence is related to a leader's capability to show:

a) Sensitivity and empathy towards others;

b) Build on other work colleague's ideas;

c) Influence others to accept alternative points of view;

d) Demonstrate integrity and; act according to prevailing ethical standards by remaining consistent with one's words and actions.

Human empowerment and development management feedback is essential in gaining the maximum benefits from goal setting. Without feedback, employees are unable to make adjustments in job performance or receive positive reinforcement for effective job behavior.

The common approaches for valuing intangible assets, including workers-related intangibles, are as follows. Each method is based on strong, rational theory and yet, in practice, each method may produce starkly different values:

1) Effective approach; the historic cost is distorted by the time value of money and evolvement of the competitive environment. How much did it cost to create the asset or how much it would cost to replace it? Estimating value under the historic cost approach is simply a case of summing all capital invested in creating the asset in question. In the case of a workers base, the historic cost could be considered as equivalent to the total amount of marketing investment expended.

2) Management approach; the amount paid for the asset or similar assets. In a new product or service market with relatively few competitors, economic theory suggests that workers acquisition costs should be relatively low before gradually increasing as the market for new workers becomes more competitive, forcing companies to capture market share from rivals in order to realize growth.

3) Strengthening approach; the present value of future cash flows, that is, how much income the asset will generate throughout its useful life, accounting for the time value of money and associated risk.

At all hierarchical levels and across all departments in a modern organization effective human empowerment and development means managing the above activities successfully in an international context. The strengthening of organization by human empowerment and development management functions is essential to a human resources manager job.

The strategic areas and unit's level:

a) Where decisions are made by the general manager of the official organization unit and the other top organization leaders,

b) Measures undertaken concerning the entire particular official organization and especially the future competitiveness of the organization and management of the whole organization system are addressed.

Very often in corporations there are different official organization areas that may be at different

23 | P a g e www.iiste.org development stages.

#### 7. Result

The principal weakness of the multiple excess earnings approach is that it is complicated to carry out. Furthermore, correctly identifying all the value drivers operating functions and intangible assets employed and calculating their respective functional returns and present values is open to distortion and inaccuracy due to the sensitivity of the valuation to key assumptions and source data. In the case of an acquisition, the excess returns will also include the value of any synergies resulting from the organization combination.

Different organizations have different priorities and varying amounts of funding to invest in SOHE. Many of these organizations have sustained their strengthening of organization by human empowerment systems focus over time, although these investments may or may not be considered part of a long-term strengthening of organization by human empowerment strategy. For example, one major international bank defines its SOHE systems as the marketing databases and campaign management and considers distribution channels to be a separated systems investment area.

#### 8. Conclusion

Managers have too many successful measures, and a simplified set with fewer yet more important metrics would lead to superior successful. Successful management systems are hindered by too many low-level measures.

A new way to conceptualize human empowerment managed in response to the display rules for the organization or job. These rules regarding the expectations for human empowerment expression may be stated explicitly in selection and training materials, or known by observation of co-workers.

Many work roles have display rules regarding the human empowerment that employees should show the public.

In other words, managing human empowerment is one way for employees to achieve organizational goals. Dramaturgical perspective offered two main ways for actors to manage human empowerment:

a) Through surface acting where,

b) One regulates the emotional expressions and through deep acting where,

c) One consciously modifies feelings in order to express the desired emotion,

d) One of major tenets is that this management of emotions requires effort.

The key issue is whether the firm wants to make use of these relationships in the way it manages customers or not, and whether a given customer wants to be an actively managed relationship with the service provider, or not.

Organizations compete with the quality level of their operations. An organization, which can not manage operations competition, will have problems surviving. In order to be able to do this successfully, the organization has to view its business and its customer relationships from a service existence.

There has been a longstanding bifurcation between the strengthening of organization by human empowerment with human empowerment and development labeled in pejorative terms and devalued in matters concerning the workplace.

The human empowerment and development explored centers around the theoretical grounding of emotion. Human empowerment and development is often described either in psychological terms as an individualized, intrapersonal response to some stimulus, or by contrast, a socially constituted phenomenon, depending upon the disciplinary perspective one adopts.

This study has reviewed how organizations, as powerful human empowerment and development eating institutions, have applied normative expectations and established boundaries for the acceptable expression of emotion among employees through tactics such as applicant screening and selection measures for:

a) Strengthening of organization by human empowerment,

b) Organizational workers job socialization opportunities,

- c) Organizational rewards,
- d) Creation of human resources system,

e) Creation of ideologies and other symbols for indoctrinating the newly hired into the culture of the organization,

f) Creation of human empowerment for indoctrinating the strengthening of organization by human empowerment.

A significant finding from this study and own experience is that many issues remain unrecognized for far too long after they are first identified. Valuing intangible assets, in particular human empowerment is clearly not a straightforward exercise.

Each strengthening of organization by human empowerment method prescribed by accountants has different strengths, weaknesses and complexities and yet none are able to provide an indisputably accurate and reliable value. Although these values are not as robust as we would hope, it is certainly better to attempt to attribute value to intangible assets than classifying everything as goodwill.

Strengthening of organization by human empowerment orientation is suggested to have a robust effect on individuals who endeavor to overcome the constrained commonplace conditions and deliver worthy achievements like social stability and world peace.

The ability of the strengthening of organization by human empowerment to provide the needs of human empowerment effect on pleasure and satisfaction experiences for those individuals.

In this view, strengthening of organization by human empowerment encounter more accomplishments throughout organizational workers and their tendency to seek more of empowerment and growth can become increasingly.

#### References

Aldrich HE (2005). Entrepreneurship. In N. Smelser, R. Swedberg (Ed.), Handbook of Economic Sociology, 451-477. Princeton, NJ: Princeton University Press

Bjerke, B., Hultman C. (2002). Entrepreneurial marketing: The growth of small firms in the new economic era. UK: Edward Elgar

Boussouara, M., Deakins, D. (1999). Market-based learning, entrepreneurship and the high technology small firm. International journal of entrepreneurial behavior and research, 5(4), 204-223

Bruderl, J., Preisendorfer, P., Ziegler R. (1992). Survival chances of newly founded business organizations. American Sociological Review. 57, 227-242

Carson, D., Cromie, S., McGowan, P., Hill, J. (1995). Marketing and entrepreneurship in SMEs. An innovative Approach. New Jersey: Princeton Hall

Crawford, V. (1982), Strategic Information Transmission, Econometrical, p50.

Feghhi Farahmand, Nasser (2001), Executive Management Process, Islamic Azad University, Tabriz Branch, Iran, pp 19-23.

Feghhi Farahmand, Nasser (2003), Permanent Management of Organization, First edition, Frouzesh Publication, Tabriz, Iran, 105-322.

Feghhi Farahmand, Nasser (2003), Strategic Structure of Organization Management Process, Forth edition, Islamic Azad University, Tabriz Branch, Iran, 10-25.

Feghhi Farahmand, Nasser (2005), Strategic Management of Organization, First edition, Frouzesh Publication, Tabriz, Iran, 114.

Feghhi Farahmand, Nasser (2009), Organization Strategic Plan compilation, First edition, Frouzesh Publication, Tabriz, Iran, 31-104.

Feghhi farahmand, Nasser (2011), Active and Dynamic Management of Organization, Second edition, Frouzesh Publication, Tabriz, Iran, 122-130.

Feghhi Farahmand, Nasser (2011a), Technology Management of Organization, Second edition, Frouzesh Publication, Tabriz, Iran, 21-25.

Gilligan, T. (1987), Collective Decision-Making, Journal of Organization, 112-118.

Glenn H. (2002), The application of QFD to Design a course in TQM, QFD Institute, USA, 35-39.

Gopinath, R (2011), Employees' Emotions in Workplace, [Online] Available: http://scialert.net/fulltext/?doi=rjbm.2011.1.15&org=10

Harris, M. (2007), A Theory of Board Control and Size, Review of Financial Studies, pp 61-77.

Hartmann, H. (1981). Essays on ego psychology: Selected problems in psychoanalytic theory. New York: International University Press

Hartmann, H., Kris, E., Loewenstein, R. (1964). The function of theory in psychoanalysis. Psychological Issues, 4, 117-143

Homans, G. (1950), The Human Group, New York: Harcourt, Brace, Jovanovich, 52-87.

Jain, R., Jain, S. and Dhar, U. (2007) 'CUREL: A scale for measuring customer relationship management effectiveness in service sector', Journal of Services Research, Vol. 7, No. 1, 39–51.

M. Miral Ural and Mustafa M. Gokoglu (2009), The Relationship between Entrepreneurial Success and Growing Ego Needs, Baskent University IIBF, Baglica, Ankara

Mintzberg, H. (1973), The Nature of Managerial Work, New York: Harper and Row, 51-74.

Payne, A. and Frow, P. (2005). A strategic framework for customer relationship management, Journal of Marketing, Vol. 69, 36–81.

Payne, A. and Frow, P. (2006) 'Customer relationship management: From strategy to implementation', Journal of Marketing Management, Vol. 22, 147–154.

Perls, F.S., Heffenline, R.F., Goodman, P. (1989). Gestalt therapy. Excitement and growth in the human personality. New York: Julian Press

Raman, P., Wittmann, C. M. and Rauseo, N. A. (2006) 'Leveraging CRM for sales: The role of organizational capabilities in successful CRM implementation', Journal of Personal Selling & Sales Management, Vol. 26, No. 1, 84–98.

Rapoport, D. (1951). Organization and pathology of thought. New York: Columbia University Press

Rubin, J.B. (1998). A psychoanalysis for our time: Exploring the blindness of the seeing I. New York: New York University Press

Schmitz, J. and Platts, K. W. (2004) 'Supplier logistics performance measurement: Indications from a study of the automotive industry', International Journal of Production Economics, Vol. 89, No. 2, 215–284.

This academic article was published by The International Institute for Science, Technology and Education (IISTE). The IISTE is a pioneer in the Open Access Publishing service based in the U.S. and Europe. The aim of the institute is Accelerating Global Knowledge Sharing.

More information about the publisher can be found in the IISTE's homepage: <u>http://www.iiste.org</u>

The IISTE is currently hosting more than 30 peer-reviewed academic journals and collaborating with academic institutions around the world. **Prospective authors of IISTE journals can find the submission instruction on the following page:** <u>http://www.iiste.org/Journals/</u>

The IISTE editorial team promises to the review and publish all the qualified submissions in a fast manner. All the journals articles are available online to the readers all over the world without financial, legal, or technical barriers other than those inseparable from gaining access to the internet itself. Printed version of the journals is also available upon request of readers and authors.

# **IISTE Knowledge Sharing Partners**

EBSCO, Index Copernicus, Ulrich's Periodicals Directory, JournalTOCS, PKP Open Archives Harvester, Bielefeld Academic Search Engine, Elektronische Zeitschriftenbibliothek EZB, Open J-Gate, OCLC WorldCat, Universe Digtial Library, NewJour, Google Scholar

