

## The relationship between jobs and social health of women

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### Abstract

Like the rest of the world, paying attention to health dimensions, especially social health and its elements, has become essential in Iran's society. Moreover, the recent decade has been witness to a wave of women entering universities and their demand for job. Since job, as a main social determinant, affects health, and women's health brings family and eventually social health, we intended to probe the impact of job on social health of females. The statistical population included employed female students studying in Alzahra University. The sample size was determined to be 111 subjects who were selected from different faculties using cluster sample method. This was a sectional survey study and the information was collected using self-made questionnaire and social health standard scale; then the data were analyzed by using spss software. The suitability of job conditions (wages and benefits, job security, organizational support, growth and prosperity at work, etc.) had the highest effect on the students' social health. In addition, results indicated the effect of casual mechanisms of financial independence, social relations, social support, self-esteem, and social status on social health of employed people. Among the underlying variables, age, marital status, and type of living place were significantly correlated with social health. Finally, the type of job (in terms of rank and status) did not have any major correlation with students' social health. Employment does not change one's social health. The main things affecting social health are occupational components including the type of job, suitability of job conditions, and social-mental capabilities (consequences of job).

### Keywords

health, job, social health, university, women.

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## The relationship between internal marketing and organizational performance: the mediating role of gender

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### Abstract

The survival of each organization depends on its attempts to improve its performance in various fields. To do this, organizations apply numerous procedures, one of which is internal marketing. Therefore, this study aims at exploring the impact of internal marketing on the organizational performance of professors in the University of Applied Science and Technology (UAST) with special consideration of the mediating effect of gender. The study was a survey research and the sample consisted of 384 of male and female professors in UAST in the city of Tehran. To collect data, a standard questionnaire was distributed among the respondents. The content validity of the questionnaire was confirmed by the experts. Also, to ensure the reliability of the questionnaire, pre-test tools were used showing that the Cronbach's alpha was at an acceptable level for the main variables in the questionnaire. The data was analyzed using Multiple Variable Structural Modelling Equations. The results showed that internal marketing has a positive impact on organizational performance. Also, it was revealed that gender has a mediating effect on the relationship between internal marketing and organizational performance. To be more specific, while the relationship proved to be statistically non-significant for male professors, it was statistically significant and positive for female professors.

### Keywords

internal marketing, gender, organizational performance.

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## Women and fashionism

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### Abstract

The move toward modernism along with the cultural globalization and the rise of consumer culture makes fashionism and also permanent surveillance and focusing on the visible characteristics of the body a common phenomenon in contemporary societies. Nowadays, modern people with the use of fashionable things and through paying extreme attention to cloth and appearance construct personal images of themselves and also send messages about their identities to others. The present research focusing on styles of clothing and women's attitudes toward fashion aims to explain causes and motivations leads women to use fashionable clothes and also attempts to identify their typology. The research method is qualitative and its data has been collected by semi-structured interviews. The results of data analysis display three distinct types of women's clothing, each of which has different characteristics. Of course, this division does not mean exact bordering, and one have mutual relationship. The findings show that women's increased tendency for using fashionable clothes should be assessed mostly in relation to both subjective and objective factors as well as the dialectic relationship of agency and structure.

### Keywords

adaptative fashion, deconstructive fashion, eclectic fashion, fashion, fashionism, styles of clothing, women.

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## Political attitudes: A comparative analysis of the role of gender gaps

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### Abstract

Classic political sociology dogmatically considers women, from a political perspective, more conservative than men and accordingly, women's models of political behaviors are expressed based on their inherent tendencies towards right-wing conservative parties. But new research indicates that in developed countries during 1980's, women gradually distanced from traditional conservatism and joined democratic groups. In addition, Inglehart's studies indicate that since 1990's, not only have conservatism and right-wing tendencies faded in women, but also they support plans and objectives of new left-wing parties which are mostly based on cultural values of post-materialism more than ever. As a results, it seems that the effect of gender gaps has been reconfigured mostly in three models of traditional gap, convergence, and revisionism. Accordingly, the present study aims to investigate the comparison between men's and women's political attitudes among 596 students of University of Isfahan in 2016. Accordingly, analyzing the results of the research indicated that firstly, there is no significant difference among men and women in terms of the degree of their tendencies towards democracy and each group supports democratic attitudes to the same extent. Therefore, the claim of hypotheses of classic models about women's tendencies towards conservatism is rejected in political domains. Secondly, findings also indicated that the degree of tendency towards post-materialist values which construct foundations of New Leftist parties according to Inglehart, is significantly higher among women than men. This issue indicates that not only have women distanced from rightist attitudes in political domains, but also they have more tendency towards leftist plans based on revisionist models.

### Keywords

convergence, revisionism, traditional gap model, women.

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## Assessing different aspects and barriers of self-employment among agricultural female students (Case study: Zanjan University)

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### Abstract

The main purpose of this research was to study different aspects of self-employment among the agricultural female students in University of Zanjan. The statistical population of the study consisted of senior female students in agriculture faculty of Zanjan University in 2014-2015 academic year (N= 135). According to Cochran's formula, 63 students were selected using a stratified random sampling method. The research tool was a questionnaire. Validity of the instrument was confirmed by a panel of faculty members and experts of the field. The reliability was determined by pilot test and calculating Cronbach's alpha coefficient (0.71-0.88). The results of this study showed that the most important priority for employment was cooperative work, self-employment and recruitment. The most important motivation for self-employment was greater prosperity, freedom and flexibility to work and use all the knowledge, skills and their ideas. Most students tend to agricultural employment in the service section. The self-employment requirements included: need of financial capital, benefiting from specialized training and experience in the field to set up business on one's own way. Using exploratory factor analysis, barriers to female students self-employment in agriculture were summarized into seven factors including: supporting law and gender barriers, agricultural risks and weaknesses in communication skills, physical weakness and knowledge, attitude and security, tendency to indolence and failure to taking risk in employment, lack of technical and management skills and lack of facilities. These factors explained 74.34% of barriers to female students' self-employment in agriculture.

### Keywords

agriculture, employment, employment motivation, self-employment, women's students.

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## Relation of social factors with tendency towards fitness trends ideals among women in Tabriz

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### Abstract

Iran's culture is changing, and by these changes preference of fit body usually thin body is growing up among women. Paying too much attention to fitness is the result of a consumer society, and to reach fitness and to have acceptable body size, women try different ways such as body building, aerobic, etc. So the current study aims to explore the social factors related with women's tendency towards fitness trends ideals in Tabriz. Theoretical frame is made using theories of Giddens, Guffman, Bourdieu, and Feminism. Population consists of women who go to the gym for fitness in Tabriz. Using survey and multi-stage cluster sampling, fifty-five gyms were chosen and 385 women in these gyms were selected using accidental sampling. The required information was collected by questioner prepared by researcher and data analysis was done by SPSS software. Findings show that the average rate of tendency towards fitness trend ideals among women under study is 111/12. According to the two variable and multi-variable analyses, the variables of age, marital status, feministic attitude, cultural capital, and usage of media have meaningful statistical relation with tendency towards fitness trend ideals. Also, results of multi-linear regression show that the variables of age, marital status, cultural capital, and media usage by having effect on the variables of feministic attitude have relation with the rate of tendency towards fitness trend ideals in Tabriz. According to the results of multi-variable regression, these variables are able to predict 37 percent of changes in the rate of women's tendency towards fitness trend ideals.

### Keywords

feministic attitude, fitness trends ideals, ladies in Tabriz, sociology of body.

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## Women and economic efficiency in the family based on a survey on Razavi conduct

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### Abstract

In the family, women can benefit from the newest information and knowledge on various life subjects and use them to train other members of the family; they can also use the knowledge to replace new and optimal beliefs with the false ones thereby increasing the soci-cultural level of the family more than before. In this study, family economic efficiency including women's participation in household income, modifying consumption behaviors, women's control over family consumption, maternal affection to create economic discipline and training children about the right economic behavior such as division of labor and roles in the family, has been examined. To identify the components listed above, the theories of resources, power, empowerment and system theory have been used. The method of this study is the survey data, using structured questionnaires obtained from a sample of 200 married women in Ahwaz city. Multi-stage stratified sampling has been used. Results show that variables such as women's participation in household income, modifying consumption behaviors, women's control over family consumption, maternal affection to create economic discipline and training children about the right economic behavior has a positive relationship with dependent variable of economic efficiency. Based on the results obtained from multiple regression analysis, women's participation in the cost of a family's income and modification of consumption behaviors are the most important factors of economic productivity, and presented a coefficient of determination of 0.39 to explain the changes of family economic efficiency.

### Keywords

economic efficiency, Razavi conduct, women.

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