

## An Analysis of the Position of Nostalgia Marketing in the Tendency of Advocacy Behavior in Social Capital

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### Abstract

Today, social capital is one of the subjects that have attracted the attention of sports researchers. Fans are one of the most important elements of social capital for sport's marketers. One of the strategies that marketers use to attract more fans is the nostalgia marketing approach. The purpose of this study was to investigate the role of nostalgia components in the behavior of supporters as elements of social capital. The method of this research is descriptive. To create a sense of consumer nostalgia, a film about personal and football life of Ali Parvin (nostalgic character) was developed. Due to the focus of the article on vicarious nostalgia, the data of this research was collected by. The results of the data analysis through path analysis indicated that Evoked nostalgia on the attitude and loyalty of the supporters and the nostalgic proneness on the attitude and emotional feelings of the fans are not effective. Also, the most direct effect on fan's behavior was about their loyalty and the most indirect effect on fan's behavior was the feelings of supporters. The influence of the research variables on fan's behaviors were as follows: fans' emotions, loyalty, evoked nostalgia Familiarity with Nostalgic Items and Nostalgic Proneness

### Keywords

Marketing, Nostalgia marketing, Social capital behavior, Social capital.

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## Community-based Empowerment: Assessing the Social Capital of Local Stakeholders

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### Abstract

Social capital is one of the basic prerequisites for community-based empowerment programs and approaches for sustainable development of local communities, and it has all the necessary requirements for participatory management. This research was conducted to evaluate the status of actors and social capital of stakeholders in order to assess the readiness for participation in local development programs and projects in the Kourin section of Zahedan city functions. The research is from an objective perspective, applied and methodically descriptive-survey. The statistical population consisted of 501 households in Sarjangan district, which decided to implement the partnership project of the blessing foundation. According to the Cochran formula, 217 households were estimated. To analyze the data in the descriptive section, the mean and standard deviation were used and in the inferential part, t-test with constant value and repeated measures test were used. The findings show that the existing status of components of social trust, social participation and social awareness is undesirable and the status of the component of social cohesion is acceptable at the acceptable level. Also, findings regarding the prioritization of components show that the average social cohesion is highest and social trust is the lowest compared to other indicators.

### Keywords

Capacity Building, Community-based empowerment, Local stakeholders, Social capital.

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## Analysis of Relationship between Social Capital and Life Quality of Villagers in Khuzestan Province: Emphasizing the Mediator Role of Tourism

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### Abstract

The goal of this research was to analyze the relationship between relationship between social capital and life quality of Khuzestan province villagers with an emphasis on the mediator role of environmental sustainability of tourism (EST). Statistical population of study was rural households in central region of Baghmalek and Izeh township located at Khuzestan province (N=484). Sample size determined via sample size table of Bartlett *et al.* (2001). (n=218). Sampling method was proportional stratified random sampling. Research instrument was questionnaire. Face and content validity of the questionnaire revised and verified by panel of agricultural extension and education and rural development experts. Also calculated values of Cronbach's Alpha, average variance extracted (AVE), and composite reliability (CR) were acceptable for different parts of the questionnaire. Results of path analysis by PLS software showed that there is positive and significant relation between social capital and life quality of villagers. Also, related results of mediating effect of environmental sustainability of tourism (EST) on relation between social capital and EST showed that there is positive and significant relationship between social capital and EST and also between EST and villagers' life quality. Therefore as a main finding of this study can be concluded EST has mediator effect on relationships between social capital and villagers' life quality.

### Keywords

Environmental Sustainability of Tourism, Life Quality, Social Capital.

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## Investigating the Role of Organizational Pessimism in Social Wear: Organizational Silence as a Mediator Variable

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### Abstract

In recent years, researchers in the field of behavioral sciences have pointed to one of the hallmarks and dark points of the organizational communications system, and they are referred to as social wear. The complication in organizations with a high density of interactions can have more consequences. The purpose of this research is to investigate the relationship between organizational pessimism and social wear through organizational silence. In this research, the research method is applied in terms of the objective and in terms of time horizons... This research was conducted in two organizations of the Chaharshah-Bakhtiari Education Directorate and Qom University. Sampling was done in a cohesive manner and the number of samples was determined through the Morgan table. The sample number is in the Chaharshah and Bakhtiari Education Directorate ۱۳۶ and at Qom University in 161. For data analysis, structural equation modeling has been used. The results of the research show that the NGO affects social impact through organizational silence. Also, organizational pessimism affects organizational silence and organizational silence.

### Keywords

Organizational pessimism, Organizational silence, Social wear.

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## Explaining the Concept of Reason and Rationalism from the Perspective of Narrations as a Basis for Organizational Capital;(Human, Social, Psychological, Spiritual)

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### Abstract

In this research, intellect and rationalism have been introduced from the perspective of the traditions of the infallibles as the basis for the types of organizational capital. The strategy of this research is the analysis of the subject in which the literature on organizational capital and then the narratives related to the characteristics of reason are analyzed first using two patterns of Rhine and Bernard, King and Horwax. Then the conceptual framework derived from these themes is analyzed together. The result of the analysis shows that all the features of reason and rationalism in narratives include not only the characteristics of organizational capital, such as social, psychological, spiritual, and human, but beyond them, so that spiritual capital is a manifestation of rationalization in the domain of thought; The psychological capital of a manifestation of rationalism in the field of social traits and social capital is a manifestation of rationalization in the domain of human actions. Therefore, focusing on the concept of reason and rationality in the traditions of the innocent and looking at its dimensions and components can be a new bobby for the development of native-Islamic knowledge in the field of managing capital of the organization.

### Keywords

Human capital, Psychological capital, Rationalism, Reason, Social capital, Spiritual capital.

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## A Study of the Barriers of the Continuance of Jihadi Management Morale in Post-Holy Defense Era

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### Abstract

In the imposed war period of Iraq against Iran, a new pattern of management emerged, triggering various actions which could be considered the result of jihadi management esprit in Iranian managers. Although it was expected that this esprit would continue after 1989 and become a successful model for managing the country in the post-war era; but, except some very few instances, we have witnessed a significant departure from this morale in attitudes and behaviors of the executive authorities of the country after the end of this period. Thus, the present study aims to identify the barriers of the continuance of jihadi management morale in post-war era. Based on this, these factors were identified using 12 semi-structured interviews which were analyzed using qualitative method of analysis, thematic analysis. The result of analyzes were 380 codes, 85 descriptive themes, 10 interpretative themes and finally 4 overarching themes. According to the results of the research, the barriers include individual factors (exposition of sensuality and secularity), social factors (post-war neglectfulness, value roll-back), political factors (exogenous instigations, getting far from revolutionary) and structural factors (non-jihadi administrative structure, structural thwart from people's contribution, the transformation of revolutionary institutions, the managerial westernization).

### Keywords

Barriers, Jihadi Management, Jihadi Management Morale, Post-War Era.

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## Investigating the Role of Religiosity in Trust and Social Participation of Students of Lorestan University

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### Abstract

The purpose of this study was to investigate the role of religiosity in trust and social participation. This research is applied in terms of purpose, and in terms of the implementation of research is a descriptive-correlative research. The statistical population of this research is all students of Lorestan University in the academic year of 2017-2018. Using Cochran's formula, 253 of them were selected by stratified random sampling. The data gathering tool was a standard questionnaire. Validity of the questionnaires was confirmed by using the content validity method and its reliability by calculating the Cronbach's alpha. In this research, structural equation modeling approach and AMOS18 software have been used to test and test hypotheses. The results of this study indicate that at the level of confidence, 95 percent religiousness has a positive and significant effect on the trust and social participation of students of Lorestan University. On the other hand, the results showed that social trust had a positive and significant effect on social participation of students. As a general result, it can be said that people who are more determined than their religious practices have more confidence in their social relationships than others. Also, those who are more committed to religious affairs will be required to participate actively in social activities.

### Keywords

Religiosity, Social participation, Social trust.

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