

## Factors Influencing Islamic Branding

Mohammad Reza Rostami \*

Davood Feyz \*\*

Azim Zarei \*\*\*

Abbas Ali Rastgar \*\*\*\*

Morteza Maleki Minbash Razmgah \*\*\*\*\*

This research is intended to identify and assess the factors affecting Islamic brandy in Iranian industries in order to present a conceptual framework for attending the global markets. The research follows an exploratory combined method, conducted directly in two qualitative and quantitative phases. Interviewing 14 experts by profound semi-structured, academics scholars and professors of marketing, branding and Islamic branding fields through a combination of purposeful judgment and snowball sampling method, the researchers identified and categorized components of the Islamic branding and factors influencing it for achieving the research objectives. Then, in the quantitative phase, a descriptive survey method was employed and a researcher-made questionnaire was developed. The views and ideas of 328 marketing managers and experts were collected from 60 Islamic companies. The data was then analyzed by confirmatory factor analysis and LISREL software. The results of the research from interviewing the experts led to the identification of three main components including approaches, opportunities and challenges of the Islamic branding and the factors that affected it.

**keywords:** *Islamic branding, Islamic market demands, Islamic brand extension, mental image.*

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- \* Student of international marketing management, Semnan University  
uni.rostami@gmail.com
- \*\* Corresponding Author, associate professor of business administration, Semnan University  
feiz1353@semnan.ac.ir
- \*\*\* Associate professor of business administration, Semnan University a\_zarei@semnan.ac.ir
- \*\*\*\* Associate professor of business administration, Semnan University  
ar\_rastgar@semnan.ac.ir
- \*\*\*\*\* Assistant professor, department of business administration, Semnan University  
mmaleki80@semnan.ac.ir

## Explaining the Dimensions of Employees Dignity Based on the Views of the Supreme Leader

Sayyed Abdullah Salehi Nezhad Emrei \*

Hasan Darvish \*\*

Sayyed Ali Akbar Ahmadi \*\*\*

Lotfollah Foroozandeh \*\*\*\*

The main human requirements regards his need for respect and dignity. Furthermore, the origins of psychological and moral problems in organizations, as well as reduction of employees' motivation, satisfaction and commitment include issues such as lack of respect in the relationship between managers and subordinates, lack of self-esteem in comparison with others, which result in the reduction of dignity and social positions of the employees. Using qualitative thematic analysis, the researchers reviewed and codified the speeches of the Supreme Leader between 1979 and 2018. Then open codes related to the concept of employees' dignity were identified and classified. Afterwards, the dimensions of dignity, the base of its promotion, and, finally, the direct outcomes of the promotion of dignity were categorized in the form of six comprehensive themes, twenty six organizing themes, and 117 basic themes. They were then structured as networks relating to the concept of the dignity of the employees from the viewpoint of the Supreme Leader. The findings of this research can be applied to the improvement of the status of employees and to the achievement of their self-esteem.

**Keywords:** *dignity, social position, esteem, respect, the Supreme Leader, thematic analysis.*

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\* PhD candidate of Public administration, Payame Noor University, Tehran, Iran  
a.salehnezhad@gmail.com

\*\* Corresponding Author, associate professor of public administration, Payame Noor University, Tehran, Iran  
dr\_darvish@pnu.ac.ir

\*\*\* Full professor of public administration at Payame Noor University, Tehran, Iran  
a.ahmadi4867@gmail.com

\*\*\*\* Associate professor, faculty of management and economics, Tarbiat Modares University, Tehran, Iran  
l.forozaandeh@gmail.com

## Designing a Conceptual Model of Driving and Preventive Factors of Civic Participation in Nahjulbalaghah

Reza Vaezi \*

Hadi Khanmohammadi \*\*

Mostafa Delshad Tehrani \*\*\*

Hussein aslipour \*\*\*\*

Citizen participation is the outcome of democracy in the new era. It is the recognition of the dominating right of every human being in shaping their political, economic and cultural destiny. Meanwhile, according to Islamic teachings, people's participation is a fundamental doctrine and principle of the Islamic state. Therefore, the Islamic state is supposed to design a mechanism for realizing the utmost participation of the people. The research question involves factors contributing reinforcement or weakening of people's participation in different sections of the government. To identify these factors, the researchers selected Nahjulbalaghah, one of the most important sources of religious knowledge. Data analysis was conducted through the Maxqda strategy for thematic analysis. The results indicated that preventive and driving factors affecting citizenship participation are divided into two categories, each of which can have a public and governmental origin. In other words, both governments and citizens affect participation. The interactional power of preventive and driving forces create the level of balance of citizenship participation.

**Keywords:** *Nahjulbalaghah, Islamic state, religious democracy, citizen participation, political dominance.*

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\* Full professor of public administration at Allameh Tabatabaei University

\*\* Corresponding author, assistant professor at department of public administration, Allameh Tabatabaei University  
khanmohammadi@atu.ac.ir

\*\*\* Assistant professor of Qur'an and Hadith

\*\*\*\* Assistant professor of public administration at Allameh Tabatabaei University

## The Pattern of the Formation of Social Innovation in the Jihad-e-Sazandegui

Mahdi Roohollahi \*

Habibollah Tabatabaeiyan \*\*

Manoochehr Manteghi \*\*\*

Jahanyar Bamdad Sufi \*\*\*\*

Researcher of innovation studies believe that it no longer contains only economic structure or technical process; rather, it can be considered as a social phenomenon. Jihad-e-Sazandegui is a novel emerging institution of the Islamic Revolution that has been able to present social services progressively meeting some of the needs of society during its lifetime in an innovative way, compared to existing mechanisms, by the help of people and organizing them. In this regard, Jihad-e-Sazandegui can be considered as an innovative social institution. Hence, the researchers are aimed at conducting a thematic analysis strategy through the analysis of more than 30 purposive interviews and related documents as well as the researchers conducted with regard to this institution, to identify the model of the formation of social innovation in Jihad-e-Sazandegui. Due to the impossibility of interviewing all the managers and related specialists in Jihad, this study was conducted using a non-probabilistic and snowball sampling method. According to the results, this model contains a process which began with "creating stimulus of urgency" and continued with the "initial formation based on the Jihad intentions and the new Islamic education" based on "Jihad-e-Sazandegui", and developed and consolidated in an environment and culture of "Jihadi performance", and ultimately led to "public mobilization" and restoration of help culture" by the people to meet the needs of the community.

**Keywords:** *Jihad-e-Sazandegui, innovation, social innovation.*

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\* Ph.D. candidate of technology management, Allameh Tabatabaei University

\*\* Corresponding Author, associate professor of industrial management at Allameh Tabatabaei University

\*\*\* Associate professor at Malek Ashtar University

\*\*\*\* Assistant professor of industrial management at Allameh Tabatabaei University

## Identifying the Components of the Islamic Educational Model of Institutional Administrators in Iran

Mahdi Mohammadi \*

Mohammad Hakkak \*\*

Amir Hooshang Nazarpouri \*\*\*

Sayyed Najmoddin Mousavi \*\*\*\*

Manpower is today the most important organizational capital. Managers are more important than other human capital because of their organizational status, their power and the essential roles they play in the success or failure of the organization. Training and upgrading of employees are strategic measures leading to the dignity of the individuals at the individual level, improving organizations at the organizational level, and resulting in an increased productivity and subsequent results at the national and even transnational level. Therefore, an infrastructural measure in effective organizations seems to be creating or acquiring continuous development of human capital through education and improvement. The fulfillment of the educational mission, as well as improvement of the organization and its effectiveness require the selection of an appropriate policy and strategy, in accordance with the requirements of the organization. Aiming at investigating and identifying the components of the Islamic education model, the researchers referred to institutional managers (commanders of the Revolutionary Guards Corps, Sepah) and conducted in-depth interviews with experts in the areas of education, management and armed forces. The necessary data was collected and analyzed by the thematic analysis method. In conclusion, 12 basic components along with their characteristics were classified in three dimensions: hardware, software and manpower. Also, three components including teacher, instructor and content were considered as the main axis in the Islamic education model.

**Keywords:** *training, education, institutional administrators, thematic analysis.*

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\* Ph.D. candidate of human resource management of Lorestan University, researcher at Faculty of Management and Planning, Imam Hossein Comprehensive University

mohamadi.me@lu.ac.ir

\*\* Corresponding author, associate professor of economics and administration, Lorestan University

hakkak.m@lu.ac.ir

\*\*\* Assistant professor, Faculty of Economics and Management, Lorestan University

nazarpouri.a@lu.ac.ir

\*\*\*\* Assistant professor, Faculty of Economics and Administration. Lorestan University

## The Role and Functions of Intention in the Islamic Management

Mohammad Javadi \*

Asadollah Ganjali \*\*

Regarding the importance and recurrence of the issue of intention in the field of Islamic management, especially in modifying the concept of performance from Islamic viewpoint, this research is intended to study the feedback of this issue in the traditions of the Infallibles in order to determine the precise scope of this Islamic concept. This research follows library method data collection and the thematic analysis for analyzing the data. Due to the fact that a narrative study has been carried out in this research, the researchers tried to use an appropriate method fitting the subject in the collection phase, which is the method of perceiving Hadiths. Eventually, the research findings identified the role of intention in two dimensions of importance, (such as the conditionality of acceptance of action, being parallel or even more important than action), and the roots (including wilayah, heart, sincerity, knowledge, and power of religious induction), and their application in three types (including honesty, goodness, and the necessity of adjustment to the performance, etc.), genetic effects (such as the strength of the body, the effect on nutrition, etc.) and performance evaluation (including two areas of evaluation of the other people, such as the effectiveness and of practice and lack of influence on economic topics, and the evaluation subject to Allah such as Divine reward and punishment.

**Keywords:** *Intent, Islamic management, performance management, Islamic performance management, Islamic organizational Behavior.*

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\* Student of Islamic knowledge and business administration, Imam Sadegh University

\*\* Assistant professor at business administration, Imam Sadegh University

## A Study of Factors Affecting Social Accountability by Companies from Islamic Perspective

Ghodratollah Talebnia \*

Hussein Rajabi Dorri \*\*

Amir Reza Khani Zolan \*\*\*

This study is aimed at investigating factors affecting social accountability from Islamic perspective using FANP method. The company's social accountability from the Islamic perspective refers to the importance of Islamic considerations of their social accountability. Regarding this, the research variables were first identified using the Diblah and AlFiumi Model (2016) and its alignment with the Iranian environment. Then, the opinions of 17 experts from Islamic accounting fields were received through Delphi technique, and the responses were collected and tested through Fuzzy network analysis process. The findings indicated that from four criteria noted above, the Islamic ethical system was the most important one. The Islamic trade occupied the second position, and the system of profit and loss came afterwards. Finally, the rules of Islamic accounting and auditing was the fourth important item. As a result, it seems necessary to pay attention to the importance of these items and to pay enough attention to them for increasing social accountability from an Islamic point of view.

**Keywords:** *social accountability of the companies, Islamic accountability, accounting.*

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\* Associate professor of accounting, Islamic Azad University, Research Unit, Tehran, Iran

hosrado@gmail.com

\*\* Ph.D. candidate of accounting, Islamic Azad University of Bandar Abbas, Bandar Abbas, Iran

\*\*\* Ph.D. candidate of accounting Islamic Azad University of Bandar Abbas, Bandar Abbas, Iran

## Religious Tourism, Requirements, Strategies and Consequences

Hamid Zargham Boroojeni \*

Mojtaba Mahmoodzadeh \*\*

Ali Morovvati Sharifabadi \*\*\*

Faezeh Asadiyan Ardakani \*\*\*\*

Religious tourism is a form of tourism receiving more attention nowadays, whose development is on the agenda. This research is conducted with the aim of designing a theoretical model of the development of religious tourism in Iran, through a qualitative grounded theory. To collect data, profound and unstructured interviews were conducted with 18 experts familiar with the subject. These interviews were analyzed through open, pivotal and selective coding. Some components were extracted from these basic concepts. These components were then classified under the heading of causal factors, pivotal phenomena, grounding conditions, interventional factors, strategies and outcomes of religious tourism development. The causative factors affecting the development of the country's religious tourism were identified in the form of "management of attractions and events", "management of advertisement" and "development of the infrastructure and services fulfilling the needs of religious tourists", and interventional factors including "rules and regulations" and "planning of Religious tourism grand policies" were identified. Grounding conditions included indicators of "cultural conditions" and "economic conditions", and strategies include "marketing", "improving the environmental conditions, "human resource and training", " public-private interaction for the development of religious tourism", "systemic outlook ", and" attraction of investors". The identified consequences included "increasing the remaining of religious tourists", "reinforcing the basic motivations of religious tourists", "increasing the number of religious tourists," and "increasing the revenue from religious tourist's visit of the country."

**Keywords:** *Tourism development, religious tourism, grounded theory, system approach.*

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\* Corresponding author, associate professor of tourism management at Allameh Tabatabaei University  
zargham@atu.ac.ir

\*\* Assistant professor of tourism management at Allameh Tabatabaei University  
sm.mahmoudzadeh@gmail.com

\*\*\* Associate professor of industrial management at Yazd University  
alimorovati@yazd.ac.ir

\*\*\*\* Student of tourism management at Allameh Tabatabaei University  
asadian921@atu.ac.ir



## Contents

Title	Author	Page
• <b>Factors Influencing Islamic Branding</b>		
Mohammad Reza Rostami, Davood Feyz, Azim Zarei, Abbas Ali Rastgar, Morteza Maleki Minbash Razmgah		247
• <b>Explaining the Dimensions of Employees Dignity Based on the Views of the Supreme Leader</b>		
Sayyed Abdullah Salehi Nezhad Emrei, Hasan Darvish, Sayyed Ali Akbar Ahmadi, Lotfollah Foroozandeh		248
• <b>Designing a Conceptual Model of Driving and Preventive Factors of Civic Participation in Nahjulbalaghah</b>		
..... Reza Vaezi, Hadi Khanmohammadi, Mostafa Delshad Tehrani, Hussein aslipour		249
• <b>The Pattern of the Formation of Social Innovation in the Jihad-e-Sazandegui</b>		
.....Mahdi Roohollahi, Habibollah Tabatabaeiyan, Manoochehr Manteghi, Jahanyar Bamdad Sufi		250
• <b>Identifying the Components of the Islamic Educational Model of Institutional Administrators in Iran</b>		
..... Mahdi Mohammadi, Mohammad Hakkak, Amir Hooshang Nazarpouri, Sayyed Najmoddin Mousavi		251
• <b>The Role and Functions of Intention in the Islamic Management</b>		
..... Mohammad Javadi, Asadollah Ganjali		252
• <b>A Study of Factors Affecting Social Accountability by Companies from Islamic Perspective</b>		
..... Ghodratollah Talebnia, Hussein Rajabi Dorri, Amir Reza Khani Zolan		253
• <b>Religious Tourism, Requirements, Strategies and Consequences</b>		
Hamid Zargham Boroogeni, Mojtaba Mahmoodzadeh, Ali Morovvati Sharifabadi, Faezeh Asadiyan Ardakani		254