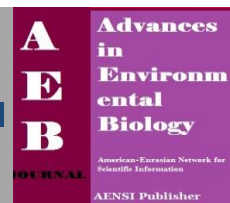




AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/aeb.html>

The Relationship between Total Quality Management with Creativity and Productivity Employee at Head Quarter of Youth and Sport Fars Provienc

¹Elmira Zamzam, ²Dr. Younes Mohammadzadeh, ³Dr. Firouz Rezaian

¹Department of Physical Education and sports sciences, Arsanjan Branch, Islamic Azad University, Arsanjan, Iran

²Assistant professor, Department of Physical Education and sports sciences, Arsanjan Branch, Islamic Azad University, Arsanjan, Iran

³Department of Educational Sciences, Arsanjan Branch, Islamic Azad University, Arsanjan, Iran

ARTICLE INFO

Article history:

Received 25 January 2014

Received in revised form

2 June April 2014

Accepted 6 June 2014

Available online 15 June 2014

Key words:

Total Quality Management,

Productivity, Creativity

ABSTRACT

The aim of the current study was the relationship between Total Quality Management with Creativity and Productivity of Youth and Sports Department staff in Fars province. The research was descriptive correlational methods and the population was 160 individuals of Youth and Sports Department staff in Farse province. Which according to Kerjy and Moorgan Table of 113 individuals in a simple random sampled was selected. Questionnaires to collect information were used from total quality management, and Creativity and Productivity. For data analysis of Statistical methods were used, Pearson correlation factor, multiple regression and analysis of variance. The results of statistical analysis showed that there was a significant relationship between the dimensions of Total Quality Management and empowering and there was a significant relationship between the dimensions of Total Quality Management with Creativity which among dimensions of Total Quality Management with Productivity, events of quality improvement and profit and attention to customer, dimensions of events of quality improvement and profit and attention to customer showed a stronger relationship.

© 2014 AENSI Publisher All rights reserved.

To Cite This Article: Elmira Zamzam, Dr. Younes Mohammadzadeh, Dr. Firouz Rezaian, The Relationship between Total Quality Management with Creativity and Productivity Employee at Head Quarter of Youth and Sport Fars Provienc. *Adv. Environ. Biol.*, 8(7), 2562-2565, 2014

INTRODUCTION

One of the athletic department's strategic resources, the human resources that create a safe and healthy environment In terms of physical and psychological causes greater creativity and productivity of employees and the organization will Give the increasing importance of human resources in the organization as a valuable asset to the organization and the need to acquire competencies for better performance practices of the organization, Is necessary in order to update its potential in terms of providing new and innovative ways to create and procedures to create a more efficient and more productive [3]. Based on this basic premise, it is believed that creativity is realized when the sports organizations of human resources with knowledge, motivated and have a strong word. The increased productivity of industrial companies has to be creative and innovative people. To achieve sustainable productivity, creativity and quality of life depends on management and human resource efficient, effective, intelligent and committed. One of the factors in the development of skilled and qualified, especially in third world countries lack the proper training and education. Meanwhile, the higher is the proper management of the organization can better meet their goals. [2]. Most civilizations that have destroyed not only by external threats, but mainly due to repeated and repeated and creativity is declining. In the present day, and even to the survival and advancement of the status quo must be redeemed during adolescence and continued innovation in the organization To the recession and to prevent its destruction. The path to adapt to the inevitable changes of foster creativity and innovation, because over time, the non-creative places are out or are forced to reform their system. In the case of environmental changes and their effects on production and service units necessary changes to make them inevitable. This may change in the quality of products and services, technology, structure, process, market share, labor relations, or any other part of the organization occur. Total quality management means all employees to participate in the final product or service to the customer). Component for improving productivity and avoiding Holistic thinking and practice by applying its knowledge with regard to the innovation and creativity are necessary [17]. The National Productivity Organization, efficient movements, but these efforts are not integrated theoretical and cooperation of educators and scientists believe it

Corresponding Author: Elmira Zamzam, Department of Physical Education and sports sciences, Arsanjan Branch, Islamic Azad University, Arsanjan, Iran.

is not possible. Since the critical role of quality management in conjunction with customer involvement, innovation and creativity can take with regard to communication with their clients to devise solutions to new and prosperous. Creativity in organizations can increase quality and quantity of service, reduce costs, reduce waste, reduce bureaucracy and consequently increase productivity and efficiency and can lead to employee motivation and job satisfaction [Tavallaei, 2008]. Total Quality Management It is not just a technique, but a philosophy based on the belief that long-term success is dependent upon the commitment to quality in all aspects of an organization's uniform and the shape is. Total quality management, quality definition and quality of work that is the most sensitive part of his team members and management must be understanding and agreement.

MATERIALS AND METHODS

The purpose of the applied research component of the project in terms of the way in which the data collection component of the present study was to describe the correlation between variables with each other has been paid. The population in this study were all employees of the General Directorate of Youth and Sport webcams in our study were 160 Staff. To determine the sample size of the table, farmers and Morgan (1970) has been used as a random sample of the population under study, 113 patients were selected. To analyze the collected data and analysis of variance, Pearson correlation and stepwise regression were used to help the SPSS software was analyzed.

Results:

Table 1: Survey sample by work experience.

Percent	Abundance	Experience
11/3	13	Less than 5 Years
23/5	27	5 to 10 years
26/08	30	10 to 15 years
37/4	43	More than 15 years
100	113	Total

Table 2: The mean and standard deviation of total quality management and its dimensions.

Standard deviation	Average	Variable
47/4	139/1	Total Quality Management
6/5	12/4	Support and leadership
3/4	9/9	Strategic Planning
13/4	26/9	Customer
17/9	20/4	Identification and training of staff
5/00	7/2	Empowerment
5/8	6/8	Quality Measurement
10/8	20/03	Quality Insurance
15/9	35/2	Implications for improving quality and efficiency

According to the above table can be found that the mean total quality management (139/1) and the highest average of the component elements of intimacy with mean (35/2) is.

Table 3: The mean and standard deviation of creativity and its dimensions.

Standard deviation	Average	Variable
25/05	175	Overall Creativity
8/05	55/05	The fluid
6/4	38/5	Flexibility
7/3	34/08	Initiative
9/4	47/2	Expansion

According to the above table can be found creativity scores (175) and highest among the components of the fluidic components Average (55/05) is.

Table 4: The mean and standard deviation of productivity and its dimensions

Standard deviation	Average	Variable
16/7	113/5	Efficiency
2/4	12/6	Ability and readiness to work
2/6	10/6	Or clarity of perception and cognition jobs
5/7	27/2	Organizational support
4/4	20/7	Desire or motivation
3/5	18/1	Evaluation or feedback
3/6	17/1	Credit
1/6	7/1	Adaptation to the environment or environmental

According to the above table can be found that the efficiency scores (113/5) and highest among the components of the institutional support component with a mean (27/2) is.

Table 5: Results of normality test scores, Total Quality Management, Creativity and Productivity.

Kolmogorov - Smirnov		
Variable	Statistics	P-Value
Total Quality Management	1/07	0/1
Creativity	0/598	0/8
Efficiency	1/1	0/1

According to the above table, we found that significant levels of acceptable value (0/05) More Normality Test, so this variable is not significant. The normality assumption is confirmed. (P-Value >0/05).

Table 6: Correlation coefficient between TQM and innovation.

< P	The correlation coefficient	
0/0001	0/33	Total Quality Management Creativity

As can be seen in the above table, the correlation coefficients equal to (0/33) at a significance level (0/0001) is significant Since the significance level is less than the acceptable level (0/05) is (P <0/05) So significant positive correlation between total quality management and creativity there.

Discussion and Conclusions:

The aim of this study was to investigate the mediating role of TQM in the relationship between creativity and productivity of employees of the Department of Youth and Sports Fars, Therefore, according to Morgan staff of 160 people, 113 people were randomly selected And by a standard questionnaire TQM quality of federal agencies to translate the Sun (2010) Creativity Randsip (1998) and productivity (model Achiv) Hersey and Blanchard and Goldsmith (1985). Were tested Data collection and analysis of the descriptive statistics of mean and standard deviation and inferential statistics of the Pearson correlation and regression. The questionnaire, Cronbach's alpha coefficient was used to determine the validity of the experts. Grdravry data in this study, Pearson correlation and multiple regression analyzes were performed. The results showed a correlation between creativity and productivity is positive and significant correlation ($r=0/31$, $P <0/01$) is. Based on the theoretical foundation of the factors that have an impact on the productivity and creativity of organizational culture, organizational climate, organizational structure, job complexity, rules and regulations. These factors can have an effect on the correlation between productivity and creativity. Given that managers can influence the thoughts, feelings and wishes of his subordinates, and to stimulate and guide their behavior. So their creativity as facilitators or inhibitors to factor directly or indirectly affects the productivity of their subordinates. In the subset of TQM and its relationship to creativity and productivity indicated significant positive correlations obtained between TQM and its subsets creativity and productivity. These findings confirm the results obtained by theoretical foundation based on the ability to motivate managers to communicate with others Subordinates opportunities to update skills, customer orientation, excellent organization, delegation and leadership support, staff training, quality assurance, each of these factors alone may be predisposing and increased creativity and productivity. Customer orientation, quality assurance, empowerment and improving quality and efficiency criteria considered. So that the organization can have higher levels of quality, customer satisfaction and employee empowerment is the emphasis Or in terms of what the organization is the quality of people's tastes in exercising their tasks become more liberal And can easily offer your comments and suggestions and new ideas and creativity in such a case, the organization is at its highest level. The relationship between total quality management and productivity that TQM is perhaps one of the predictors of productivity. The results showed that 22 percent of the total quality management to predict changes in productivity. The equations can be based on the total quality management to predict their productivity. Based on the theoretical foundation of seeking power through partnership with an organization contributes to excellent leadership and support to subordinates by admin Sense of security and safety of the people is a key factor in the emergence and growth of their creativity and productivity. Productivity data indicated that employee productivity in physical education with an average of 113/5 is optimal. Due to these factors and adopt appropriate strategies in order to fill gaps created the context for the incidence and progression of culture and creativity. Individuals and consequently provides the Department of Youth and Sports. According to the theoretical foundations and the factors and barriers to the development of creativity as they learn to The results indicate that in addition to factors such as fear of failure defection uncertainties, habits, environmental factors such as lack of confidence and lack of flexibility Laws and customs, fear the lack of social welcomes correspondence with the people involved in this field. This research finding (Saadati, 2007) is common.

ACKNOWLEDGMENT

This article is extracted from my thesis under the title of “The relationship between total quality management with creativity and productivity employee at head quarter of youth and sport Fars provienc”. Hereby, I extend my sincere appreciation to Islamic Azad university of Arsanjan for the efforts and supports they provided to me.

REFERENCES

- [1] Abroon hosadmora, B., 2008. The last word: lesson of a lifetime in managing for quality, *Quality World*, pp: 30-32
- [2] Askarian, M., 1999. Total Quality Management TQM's role in the effectiveness of education, *effective school Journal*, (IV): 87-86 school year
- [3] Bagheri, K., 2012 The relationship between total quality management and organizational communication analysis of job loss Directorate of Youth and Sport webcams Master's thesis ,Department of Psychology Marvdasht, unit.
- [4] Daniel, L. Prajogo, Amirik, S. Sohal, 2007. The Relationship between organizationStrategy, total quality management (TQM) , and organization performance- the mediating role of TQM, uropean Daniel L.Prajogo, Amirik,
- [5] Deming, W.E., 1986. *Out of the Crisis*, Cambridge, MIT Centre for Advanced Engineering Study
- [6] Deming, W.E., 1993. *The New Economics for Industry, Government, Education*, Massachusetts Institute of Technology, Center for Advanced - --Engineering Study, US-welsh.jak. Developing a TQM Excellence Model: Part 2, *TQM Magazine*, MCB,7(1): 24-32.
- [7] Farjo, I., 2005. examine the role of total quality management on productivity state machines, *Journal of Marketing*, 49: 40.
- [8] Jahanian, R., 2010. Examining the relationship between TQM and effectiveness of secondary school principals in Tehran, *Journal of Leadership and Management Branch, Islamic Azad University*, Year (IV): 3.
- [9] Lengan, R.H., *Information Richness*, 1998. A New Approach to Managerial Behavior Organizational Design New York, pp: 198.
- [10] Lerydasten, 1955. The last word: lesson of a lifetime in managing for quality, *Quality World*, pp: 30-32
- [11] Newbouy, 1998. "A Theory of Organizational Knowledge Creation". *International Journal of Technology Management*, 11(7/8): 833-845.
- [12] Porkeyani, M., M. Bilal, 2008. a general aptitude innovation and creativity. Translation: Hassan Ghaasem zاده., First Edition: Tehran, Nilofar
- [13] Pour Hosseini, R., 1998. examining the relationship between principles of human relations and productivity of girls' high school principals in Tehran, *Journal of Educational Innovations*, No. 29, in the eighth.
- [14] Rajab Beygi, M., M. Salimi, 1999. *Total Quality Management*, Tehran, Amirkabir University Press.
- [15] Raoofi, M., 2011. the effectiveness of training on job performance and productivity, administrators and school staff in Mashhad.
- [16] Soghani, A., 2012. the relationship between total quality management, creativity and empowerment education personnel Mesopotamian city, near Shiraz, Master's thesis, Faculty of Psychology and Educational Sciences
- [17] Taheri, Sh., 2010. *Efficiency and Analysis on Organizations*, Tehran: Mastan, Fourteenth Edition.