The relationship between social architecture and staff performance at health insurance office in Isfahan province

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Original Article

Abstract

Introduction: Nowadays that dry and bureaucratic structures have been replaced by flexible management, organizations need the employees that act beyond their job duties to achieve sustainable competetive advantages (social capital) by use of internal resources and assets and to help improve organizational performance. In this regard, the purpose of this study was to evaluate the impact of social capital on organizational performance among employees of the General Administration of Health Insurance in Isfahan.

Methods: The present research was a descriptive–analytical one conducted in health insurance organization in 2014. The sample included 150 headquarters personnel selected randomly. Social Architecture and standard cheudhury organizational performance questionnaire were used to gather the data. The organizational performance questionnaire was standard consisted of 26 questions related to performance appraisal (customer service, productivity, quality and innovation) in five- likert scale and social architecture questionnaire was designed based on the likertscale. The data were analyzed in SPSS software, version 21 Descriptive and analytical statistics including Pearson correlation coefficient and independent t-test were used

Results: The results showed that in 4 dimensions of performance, highest mean belonged to customer service dimension (56 ±71.3) and lowest to the quality (20.3 ±70). The highest mean in social architecture was for multidisciplinary team (84.3 ±6) and the lowest belonged to the facility layout and location. Data analysis showed that there were significant positive correlations between techniques of social architecture and organizational performance of personnel (α=0.001, r=0.65).

Discussion and Conclusion: Due to the sensitive nature of the job in organizations, social architecture should undoubtedly be applied. On the other hand, the transparency of routine affirs in organizational units and responsible behavior as well as articulation of the goals and programs, engaging staff and appreciating their efforts will be helpful in improving their performance.

Key words: Social architecture, Organizational performance, health insurance review, Isfahan

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