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The Role of Collaborative Networks in Value Creation of Green Services in Cooperative Companies of Miandoab

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Abstract

The Goal of this research is the determination of Effect of The Role of Collaborative Networks in Value Creation of Green Services in Cooperative Companies of Miandoab. For this purpose, Collaborative Networks based on Jeffrey Shuman and Janice Twombly(2008) theoritical Framework involving four Components; Functional Excellence, Network Success, Collaborative Ability, Conversations and Transparency, and for measuring variable of Value Creation of Green Services is on the bases of the model of Kung and et al (2012) involving six dimensions; acquisition of upstream materials, research and development, manufacturing and packaging, marketing, promotion and education, and recycling activities have been used. The hypothesis of Research including one main hypothesis and four minor hypotheses. The Statisical Population of this Study is the member of Cooperative Companies of Miandoab is 5000 with three of types of activities of introduction, distribution and services. That the sample of by using of Cocran is 356 estimated and the method of clustering sampling selected. That final sample was 313. The means of Mesurement of Research Variables, including two Questionaire that Collaborative Networks Questionaire and Value Creation of Green Services Questionaire that then measurement validity and reliabilities for members distributed. For the analysis of statistical data of descriptive and analytical methods have been used. That for analytical and sumeries and clarifing statistical data, of descriptive statistical methods and for the test of Research hypothesis,Tests of kolmogorof and Sminorof and R correlation analysis and simple liner regression by SPss was Used. The results of showed that is the relationship of the between Collaborative Networks Components and Value Creation of Green Services in between members of Cooperative Companies of Miandoab. Also research results showed that Component of Collaborative Ability of Collaborative Networks maximum effect on Value Creation of Green Services.

Keywords: Collaborative Networks, Value Creation of Green Services, Cooperative Companies

Introduction

Network service provider does not form spontaneously.Social network concept to refer to a complex system of relationships between people in social systems A. On the other hand, even though the goods and services, including administration of rapid growth in developing countries are, however, in these countries is less attention to the quality of services. In addition, the seller may be due to different market conditions, in developing economies, studies related to service issues have been neglected. In addition, part of the neglect and apathy stems from the fact that in the past few understand the distinctions between service management and management of manufacturing organizations existed.Given the benefits of networking, governments in various areas,The solution is to set up a variety of networks have chosen to respond quickly to various demands, but requires network management features and capabilities of hard and soft. The focus is on different levels of network study that they can be categorized in the following three levels: the individual level (a social network) and intermediate level (relationships between organizations) and the macro level (the relationship between government and civil society). Article 45 of the Fourth Development Plan social, economic and political Islamic Republic of Iran, the government obliged to devise mechanisms to reduce the volume of tenure and increase women's participation in the government of the country and the downsizing of the state (social development plan, the economy) .

In the era of the management of public values in different countries, public administrators working in Iran in the light of the Iranian Islamic values formed networks in different areas to linger any citizen not get the service. Service organizations need to play a role during the process of providing services by our customers, but due to lack of client cooperation, the organization is not able to provide optimal service. Network service provider does not form spontaneously. .

However, not full research and especially in our country, the poor remain without attention. affect Green services in the cooperatives are creating value Sect?

Regarding the importance and necessity of the research must be acknowledged that in today's world are looking to increase the share of the service sector in developed countries and developing countries and the importance of its growing economy, or more than half of the GDP of most countries of the world can be derived from the services sector, in order to do some kind of service, economic activities that generate intangible product (value added). In recent years the attention of the Governments to deliver quality service to the public over the past emerge, Governments are willing to draw the trust of the people and increase social capital, provide services that the consent of the people and citizens and the level of their participation in social activities. Understanding the performance of the Organization, and consequently the assessment and the attitude of citizens towards the organizations as social systems, the importance of retail is that some of the experts, social transformation through organizational change and transformation, including the basic solutions for the development of the countries mentioned. State management is a sine qua non of life in the global and domestic network and experience to challenge the hierarchical perspective, therefore, the traditional hierarchical structures and wherever conditions obliges should be replaced by a network of structures and public administrators must also learn how to manage these networks and active network element to know(alvani,2002).

A significant part of the basics of the formation of networks can be found in the relevant literature or human relations. Pay attention to the subject of this opinion is that important networks in General as one of the most important institutional relationships between the type of interest. Network as a set of autonomous bodies and organizations that aim to achieve that alone will not be able to reach it come together can be considered. Organizations come to the network because the network they will be able to deal with the issues and problems of the macro and the complex (chisholem,1998).

Good network capacity planning requires the participation of individuals with extensive experience and the ability to consider different types of monitoring services and manufacturing practices a variety of different partners. The evidence suggests that government agencies are solely judged by providing excellent service, but not the way they function in relation to the investment policies and practices of

environmental and social responsibility is also important. According to the experiences of other countries, the country's technological progress and promoting the status of e-Government in the country, this model (model a) can be useful in the service of the organization.

The main objective of the present research to determine the impact of network Cooperative in the value creation of the green service companies and subsidiary objectives of miandoab this research as follows:

1-determination of the effect of a duty on the value creation of service excellence in cooperative companies miandoab

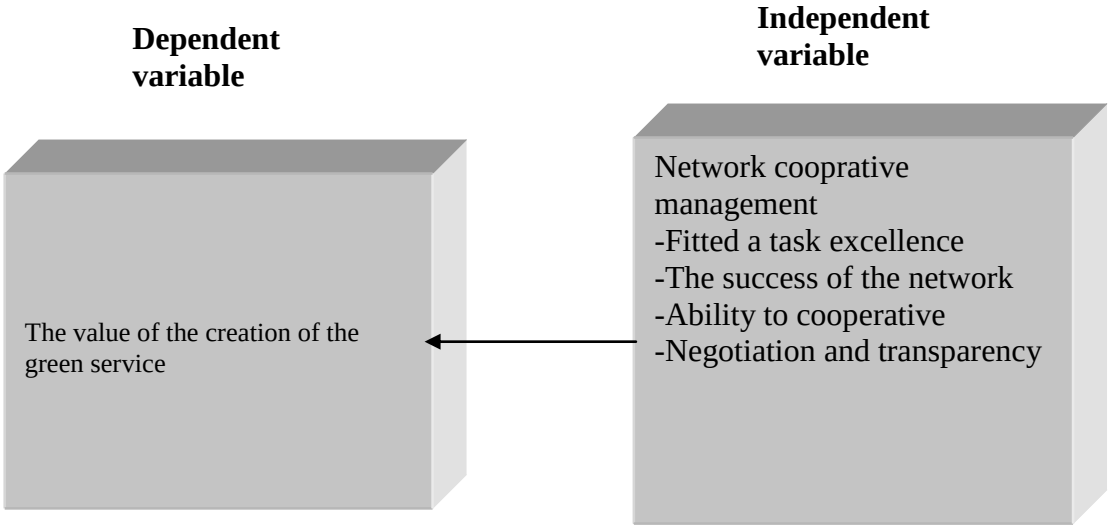
2. determine the impact of network on the success of the green service value creation companies miandoab

3. determine the impact the ability brarssh creation of the green service companies miandoab

4. determine the impact of negotiation and transparency on the value creation of the green service companies miandoab

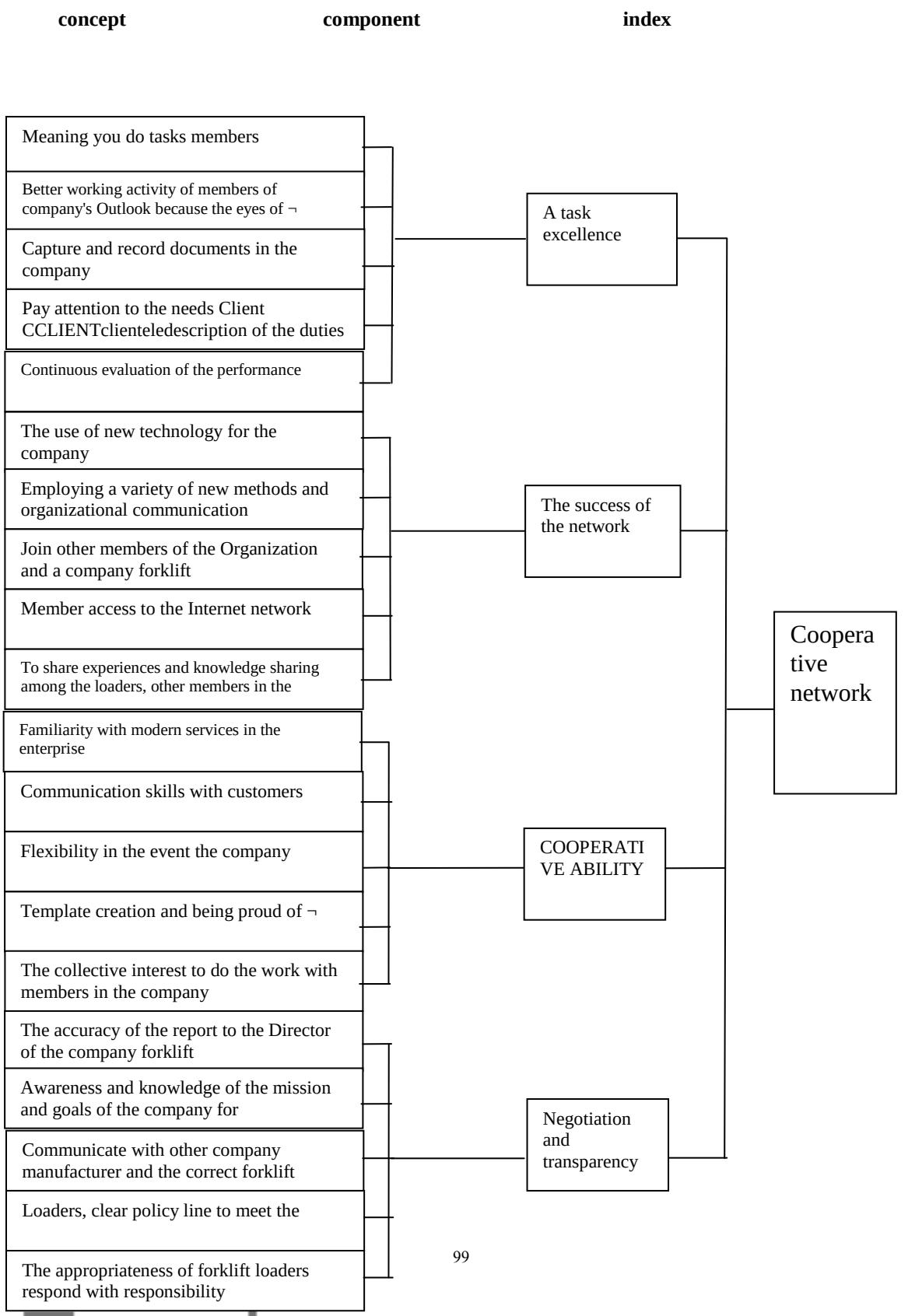
Theoretical framework in this study therefore, the description for the implementation of the research in cooperative companies miandoab in consideration of literature related to the subject of research and empirical in backgrounds both inside and outside the country who will appear for the Cooperative network, is offering several patterns for each of these patterns, has its own characteristics and specific to this approach from the perspective of viewpoint.

So to explain the effect of Cooperative on the network to provide services in the form of environmental conservation from the perspective of value creation with the title of "green" service value creation companies network management model of miandoab Cooperative Jeffrey shoman (janic,2000) consists of four components of a task, the success of the network of excellence, ability to negotiate, and Cooperative the transparency of the operation.

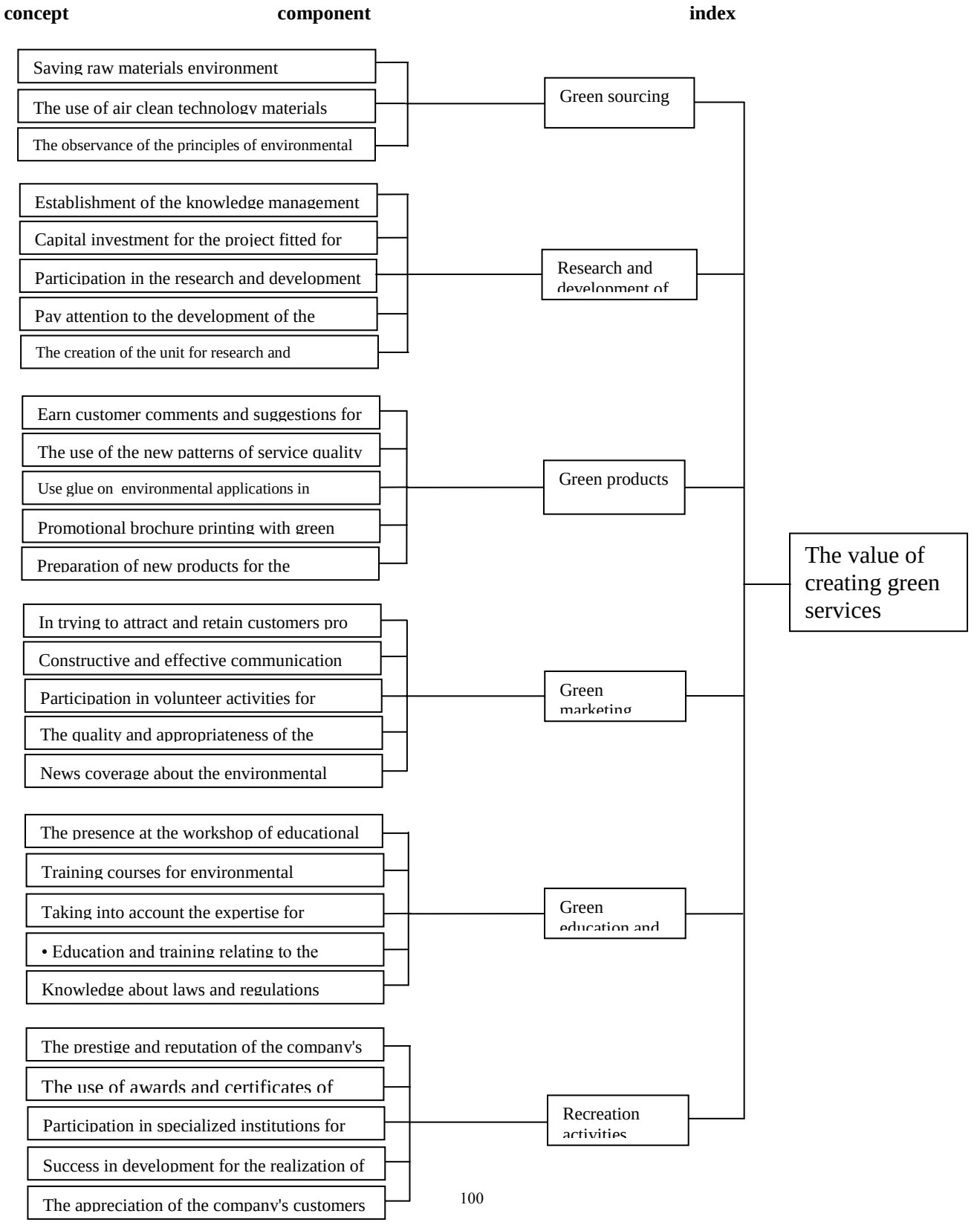


The operational model of the cooperative network

The operational model cooperative netork



The operational model of value creation green services



The hypothesis of the present research on the two main hypotheses and assumptions are the following subcommittees:
The main hypothesis
Cooperative on the value creation network service companies in the Green impact of miandoab.
The hypothesis of a subsidiary
Task 1-excellence on the value creation of the green service companies impacting miandoab.
2. the success of the network on the value creation of the green service companies impacting miandoab.
3-ability to work on the cooperativevalue of the green service companies impacting miandoab.
4-the negotiation and transparency on the value creation of the green service companies impacting miandoab.

History of the research:

Haden et al. (2009) theoretical perspectives on research as of historical and practical about the green management, analysis of during the course of the implementation of the research on the companies and organizations go green with green management variables and review environmental perspectives method and historical review of the critical theory of the discussions with the passing of a comprehensive definition of green management to have reached the broad process of enterprise green management employing innovation in realization of sustainability, social responsibility, and reduce the competitive advantage of Through continuous learning and development and environmental goals with the and the strategy that is fully integrated with the Organization's objectives and strategies and coherent. The results showed that the generalized identify several tripartite approach used to support the proposed definition and to each of the researchers and executives specifies that special factors should not be attempting in reviews or practice green ignores the actual management. Therefore a comprehensive scale will be able to compare the results significant and conclusion between the research graph.
Cheng (2011) in the original as a positive effect of the Green IC on the competitive advantages of companies using the information the Office of the commercial business Guide 2008, the manufacturing industry in Taiwan by examining the ethics of the environment variables of the company produced green innovation, and innovation and competitive advantage of green process method of experimental study and work and factor analysis of structural equations model the issue environmental morals that the company not only directly affect the competitive advantage The findings of this research, but offers can be found in the majority of manufacturing companies in Taiwan to deal with the requirements and regulations of the environment fails to be used. The overall results of this study stressed that innovation is a positive relationship between green manufacturing environmental ethics of the company and the competitive advantage of mediation but mediation process of green innovation.
Kong et al. research on (2012) as the evaluation of the value chain to improve environmental performance in green, the reasons of the manufacturing industry in Taiwan, in Taiwan, in 2006 production 118 period of time check with the training variables and to promote, research and development, sourcing, manufacturing, marketing and packaging and recycling collection method, found that the low level of research and development and green production and green packaging for the highest score. On the other hand the performance of environmental management and environmental education actions developed a positive and statistically significant relationship. The results showed that companies need the importance of providing training and green to recognise customers and long term development plan of stabilization which is the formation of strategic alignment
Environmental groups, recycling businesses and Government in the brokerage. Such actions a significant impact on the product's life cycle. the and to maintain ecosystem health for the future.

Materials and methods

The present research in terms of the objective applied, and as a descriptive and correlation method. This is because the applied research in the wake of the development of the applied knowledge in a specific field. As well as responding to questions about the comment on the research progresses. The present research, descriptive. Descriptive research includes a collection of ways that they describe situations or phenomena examined. In other words, in the present investigation, it is without any income and Capture by the researcher has been provided. And the research of a kind of solidarity as well. Study on the correlation of researchers to study the behavior of two or more variable in terms of changing them. The study also sought to study the relationship between two variables cooperative and value creation network services Green.

Statistical sample

The present members of the statistical community research cooperative companies with three types of production and activity of miandoab distributing and servicing. That number is 5000member. For the calculation of the statistical sample size of Cochrane's relationship has been used statistical sample size n = 356 is obtained.

In this formula, we have:

$$n = \frac{\frac{t^2 pq}{d^2}}{1 + \frac{1}{N}\left(\frac{t^2 pq}{d^2} - 1\right)}$$

N = size = 5000 N statistical society
P = probability of the desired trait of 5.0 ratio = P
Q = probability of the desired trait than lack of q = 5.0
D = optimal accuracy possible (half of the confidence interval) 5.0 = d
T = coefficient of 95% degree of confidence or 96.1 = t

$$n = \frac{\frac{1.96^2 \times 0.5 \times 0.5}{0.05^2}}{1 + \frac{1}{5000}\left(\frac{1.96^2 \times 0.5 \times 0.5}{0.05^2} - 1\right)}$$

The number of users and the volume of the sample in three types of manufacturing, distribution and services cooperative in miandoab

The share of the companies in the sample	**Total embers**	**Type of activity cooperative companies**	**Row**
214	2000	**Manufacturing**	1
710	1500	**Distributing**	2
710	1500	**Services**	3
356	5000	**total**	

For the statistical sampling of the Statistical Society of the cluster random sampling is used. Thus, initially based on the type of activity, cooperative companies, production and activity of three kinds of

miandoab with distributing and servicing, 3 clusters, and then for the classification of statistical sampling from each of Clusters, random action. By distributing the questionnaire between 356 members, 313 valid questionnaires were analyzed.

Gathering Data tools

For the data collection of the sample was analyzed in order to test the hypothesis of this research has been set, the The questionnaire with regard to research and operational variables to set, use them.

The questionnaire consists of two research questions. The first batch is done with the alphabet in order to determine and identify the profile of the sample was analyzed in terms of gender, age, marital status, education level, and experience in the service and the second category in order to test the hypothesis of this study is set in two parts.

The first section contains questions based on the theory of network cooperative Jeffrey shoman and is in the form of a five-scale option is used. This section of the questionnaire contains 20 questions. As table 3-2 for each of the components is considered.

The second part, questions the value of service creation based on the model of Kong green and Associates, which includes 30 questions and is in the form of a five-scale option is set to likert . A number of questions more

The value of the green service creation and distribution of questions for each of the dimensions of the shows.

Cooperative network questions

A number of questions	**Number of questions**	**The dimensions of the**	**Questions cooperative network**
4	1-4	**Task form**	
6	5-10	**The success of the network**	
7	11-17	**The ability to cooperative**	
5	18-22	**Interactions and the transparency of the**	
20	total		

The value creation of the green service questions

The number of questions	**The number of questions**	**The dimensions of the**	**Questions The value of the creation of the green service**
5	21-25	**Green sourcing**	
5	26-30	**Research and development of green**	
5	31-35	**Green production and**	

		services	
5	36-40	**Green marketing**	
5	41-45	**Green education and promotion**	
5	46-50	**Recreation activities**	
30	total		

Validity and reliability of data collection tools

In the present research to determine the validity of the questionnaire of the validity of the formal or symbolic. Thus the initial set up of the questionnaire and at the discretion of the State management and masters of 10 experts was put up to the affair in conjunction with the validity of the questionnaire, that the questions posed, it does consider that. The size should be used or not? Commenting. Then their comments with tips and supervisor questionnaire in terms of necessary changes in the questions arose. To test the validity of the questionnaire were used to test cronbach's alpha. Based on this approach with a preliminary study on the community of 30 samples and examined using statistical software SPSS to the validity of the questionnaire questions rate and separation of cooperative and value creation network questions green services to arrange 96.0 83% was measured. The following tables show the value of this statistic.

Inferential statistical data analysis (statistical test of the hypothesis of the study)

Evaluation of the normal and anormal data

Using the Kolmogorov-Smirnov test being normal data can be found in the reviews here for the whole test data as well as individual variables were carried out that its results in the form of a table

It has been shown. 95% confidence level in this test is done to a level of significance $\propto = 0.05$.

In this test there are two premises below:

H0: the data do not follow normal distribution.

Follow a normal distribution of data from H1. :

If the p-value obtained (table the same sig) is $\propto = 0.05$ larger than normal as a result of data being taken and otherwise normal data into doubt.

Normal test results being related to the research variables

esults (findings being normal/distribution)(	**p**	**Smirnof test**	**The number of data**	**The variable**
Normal	.2	1.47	313	Cooperative networks
Normal	.2	1.05	313	Task excellence
Normal	.2	1.06	313	The success of the network
Normal	.11	1.19	313	The ability to cooperative
Normal	.3	1.41	313	Negotiation and transparency
normal	.2	١.5	313	**The value of the**

				creation of the green service

According to the results obtained from the table, in any of the variables that were significant (p) achieved larger-than-normal levels was being assume 5.0 is accepted and the data can be used to check the hypothesis of the variables of the method parameter used here that r Pearson test was used.

Hypothesis testing,
The main hypothesis tests: network cooperative on the value creation of the green service companies impacting miandoab.
cooperative on the value creation network service companies in the Green impact of miandoab. : H1
cooperative on the value creation network service companies in the Green impact of miandoab. : H0

Pearson r test to determine the correlation of cooperative and value creation network of the green service

The value creation Green services	**Statistics**	**cooperative network**
.443 .000 313	**The value of Pearson**	

So what's on the table is a remarkably significant at level two, the significant level of a domain 0.0 and the Pearson test level of at least a significant level that the 5.0 is smaller and is also calculated according to the value of r that is 443.0 and this is the critical value, the value of Pearson with degrees of freedom that is larger, 16.0 99, therefore, no significant relationship existed between the two aforementioned variables OK so the premise is H1 and assume H0 can be rejected in other words between the cooperative and the value creation network of the green service a significant relationship
There.

The main hypothesis relating to the analysis of variance table model Regression
Cooperative network variable and value creation of the green service

R		**Detection coefficient (R2)**	**The coefficient of the diagnosis -Adjusted**		**Standard error**	
.44		.19	.19		0.47	
The source of the changes	**Degrees of freedom**	**The sum of squares**	**The average of the squares**	**F**	**Confidence level**	**A significant level of**

Regression	١	16.8	8	5.99	.99	0.000
The remainder	11	.78	.22		**The result of the test The rejection of H0**	
total	12	5.59	------			

So what's on the table is the significant level see relevant test against 0.0, It can be claimed that the above test with error 1.0 or 99.0 ensure a meaningful level. So assume H1 and assume H0 can be rejected. According to the coefficient of R2 that detection is simply the ratio of the change explained by the variable x to the whole, 19.0. It can be an expression that changes the value of the creation of the green service lobes 19%, by explaining the changes in the cooperative network.

The main hypothesis related to the parameter table of coefficients for the variable cooperative network
And its impact on the value of the creation of the green service

Variable title	**The slope of the line of the β**	**The calculated t**	**A significant level of**	**The result of the test**
Latitude of origin	.78	.26	.000	**The rejection of H0**
Cooperative network	.32	.7	.000	**The rejection of H0**

So the mathematical relationship cooperative network impact on value creation services X, Green Y = 0.32 + 78.1 will be The expression can be a single increase in unit 322.0 network cooperative cause an increase in the value of the creation of the green service companies miandoab. So it can be concluded that the Regression model the test in terms of meaningful statistics.

Task 1: hypothesis testing excellence on value creation of the green service companies impacting miandoab.
A duty on the value creation of service excellence in the cooperative effect of miandoab companies. : H1
A duty on the value creation of service excellence in companies does not affect miandoab. :H0

Pearson r test to determine its value and duty of solidarity excellence green services

English The value creation Green services	**Statistics**	**Task excellence**

.386 .000 ٣13	**r** **A significant level of** **N**	

So what's on the table is a remarkably significant at level two, the significant level of a domain 0.0 and the Pearson test level of at least a significant level that the 5.0 is smaller and is also calculated according to the value of r that is 386.0 and this is the critical value, the value of Pearson with degrees of freedom that is larger, 16.0 99, therefore, no significant relationship existed between the two aforementioned variables OK so the premise is H1 and assume H0 can be rejected in other words between excellence and value creation of the green service task a significant relationship There.
The analysis of variance table 1 hypothesis related to the regression model
The variable and value creation task excellence green services

R		**Detection coefficient (R2)**	**The coefficient of the diagnosis -Adjusted**		**Standard error**	
٠.38		٠.14	٠.14		0.48	
The source of the changes	**Degrees of freedom**	**The sum of squares**	**The average of the squares**	**F**	**Confidence level**	**A significant level of**
Regression	١	10.7	12.73	4.35	.99	0.000
The remainder	11	2.85	.13		**The result of the test**	
total	12	5.59	------		**The rejection of H0**	

So what's on the table is the significant level see relevant test against 0.0, It can be claimed that the above test with error 1.0 or 99.0 ensure a meaningful level. So assume H1 and assume H0 can be rejected. According to the coefficient of R2 that detection is simply the ratio of the change explained by the variable x to the whole, 14.0. It can be an expression that changes the value of the creation of the Green services 14%, by changes in the task of explaining the excellence.
Table 1 is a variable related to the hypothesis parameter coefficients of excellence a task
And its impact on the value of the creation of the green service

Variable title	**The slope of the line of the β**	**The calculated t**	**A significant level of**	**The result of the test**
Latitude of origin	.02	.9	.000	**The rejection of H0**

Task excellence	.25	7	.000	**The rejection of H0**

So the mathematical relationship to determine the effect of a duty on the value of service excellence, green, 0.25 X + 2.2 = Y will be The expression can be a single increase in task unit 25.0 makes excellence an increase in the value of the creation of the green service companies miandoab. So it can be concluded that the model regression the test in terms of meaningful statistics.

The test hypothesis 2: the success of the network on the value creation of the green service companies impacting miandoab.

The success of the network on the value creation of the green service companies impacting miandoab. : H1

The success of the network on the value creation of the green service companies impacting miandoab. :H0

Pearson r test to determine the success of the solidarity network and the Green value creation services

The value creation Green services	**Statistics**	**The success of the network**
.386 .000 13	**r** **A significant** **N**	

So what's on the table is a remarkably significant at level two, the significant level of a domain 0.0 and the Pearson test level of at least a significant level that the 5.0 is smaller and is also calculated according to the value of r that is 386.0 and this is the critical value, the value of Pearson with degrees of freedom that is larger, 16.0 99, therefore, no significant relationship existed between the two aforementioned variables OK so the premise is H1 and assume H0 can be rejected in other words between the success of the network and its services, a significant relationship between the value of green
There.

Table 2 variance analysis of hypotheses relating to the regression model
The variable and the value creation network of the green service success

R		**Detection coefficient (R2)**	**The coefficient of the diagnosis -Adjusted**		**Standard error**	
.38		.14	.14		0.48	
The source of the changes	**Degrees of freedom**	**The sum of squares**	**The average of the squares**	**F**	**Confidence level**	**A significant level of**

Regression	١	10.7	12.76	4.50	.99	0.000
The remainder	11	2.82	.13		**The result of the test**	
total	12	5.59	------		**The result of the test H_0**	

So what's on the table is the significant level see relevant test against 0.0, It can be claimed that the above test with error 1.0 or 99.0 ensure a meaningful level. So assume H1 and assume H0 can be rejected. According to the coefficient of R2 that detection is simply the ratio of the change explained by the variable x to the whole, 14.0. It can be an expression that changes the value of the creation of the green service 14%, by explaining the changes in the network's success.
Table of coefficients for the parameter hypothesis 2 corresponds to the variable success network
And its impact on the value of the creation of the green service

Variable title	**The slope of the line of the β**	**The calculated t**	**A significant level of**	**The result of the test**
Latitude of origin	.08	.19	.000	The rejection of H0
The success of the network	.23	.3	.000	The rejection of H0

So the mathematical relationship network on the impact of the success of the value creation of green services, 8.2 + 2X Y = 0.23, respectively.The expression can be a single increase in the network's success will cause an increase in the unit value of the creation 23.0 Green service companies miandoab. So it can be concluded that the regression model the test in terms of meaningful statistics.
Hypothesis testing 3: cooperative on the value creation of the green service companies impacting miandoab.
The ability to cooperative on the value creation of the green service companies impacting miandoab. : H1
The ability to cooperative on the value creation of the green service companies impacting miandoab. :H0

R Spearman correlation test table to determine the ability of cooperative and value creation of the green service

The value creation Green services	**Statistics**	**The ability to cooperative**
.399 .000 313	**Spearman correlation** **A significant level of number**	

So what's on the table is a remarkably significant at level two, the significant level of a domain 0.0 and the Spearman test level of at least a significant level that the 5.0 is smaller and is also calculated according to the value of r that is 399.0 and the value of the critical value of the Spearman, with degrees of freedom that is larger, 16.0 99, therefore, no significant relationship existed between the two aforementioned variables OK so the premise is H1 and assume H0 can be rejected in other words between the cooperative and the value creation capability of the green service a significant relationship There.

The analysis of variance table 3 hypotheses related to the regression model
Cooperative ability and the value of variable calls for green services

R		**Detection coefficient (R2)**	**The coefficient of the diagnosis -Adjusted**		**Standard error**	
٠.39		٠.15	٠.15		0.48	
The source of the changes	**Degrees of freedom**	**The sum of squares**	**The average of the squares**	**F**	**Confidence level**	**A significant level of**
Regression	١	10.7	13.62	.86	.99	0.000
The remainder	11	1.96	.13		**The result of the test**	
total	12	5.59	------		**The result of the test H_0**	

So what's on the table is the significant level see relevant test against 0.0, It can be claimed that the above test with error 1.0 or 99.0 ensure a meaningful level. So assume H1 and assume H0 can be rejected. According to the coefficient of R2 that detection is simply the ratio of the change explained by the variable x to the whole, 15.0. It can be an expression that changes the value creation services 15% green, by changes in the ability of articulating cooperative .
Table of coefficients for the parameter hypothesis 3 corresponds to the variable ability to cooperative
And its impact on the value of the creation of the green service

Variable title	**The slope of the line of the β**	**The calculated t**	**A significant level of**	**The result of the test**
Latitude of origin	.97	.82	.000	**The rejection of H0**
The ability to cooperative	.26	.6	.000	**The rejection of H0**

So the mathematical relationship cooperativeability to determine the impact on the value of green services, 3 X + Y = 0.26 6.1 would be The expression can be a single increase in the ability to cause an increase in the value of the unit 26.0 cooperative creation of the green service companies miandoab. So it can be concluded that the model regression the test in terms of meaningful statistics.

Test the hypothesis 4: negotiation and transparency on the value creation of the green service companies miandoab.
To determine the transparency of the negotiations and on the value of the services of the cooperative effect of miandoab in green companies. : H1
Negotiation and transparency on the value creation of the green service companies impacting miandoab. :H0

Pearson r test table to determine the correlation of negotiation and transparency and value creation of the green service

The value creation Green services	Statistics	Negotiation and transparency
.332 .000 13	**r** **A significant level of** **N**	

So what's on the table is a remarkably significant at level two, the significant level of a domain 0.0 and the Pearson test level of at least a significant level that the 5.0 is smaller and is also calculated according to the value of r that is 332.0 and this is the critical value, the value of Pearson with degrees of freedom that is larger, 16.0 99, therefore, no significant relationship existed between the two aforementioned variables OK so the premise is H1 and assume H0 can be rejected in other words between the negotiations and the transparency and value creation of the green service a significant relationship
There.

Analysis of variance table 4 hypothesis related to the regression model
The variable and the value of negotiation and transparency measures of the green service

R		**Detection coefficient (R2)**	**The coefficient of the diagnosis -Adjusted**		**Standard error**	
.33		.11	.10		0.49	
The source of the changes	**Degrees of freedom**	**The sum of squares**	**The average of the squares**	**F**	**Confidence level**	**A significant level of**
Regression	١	10.7	9.4	.52	.99	0.000
The remainder	11	6.15	.13		**The result of the test the Rejection of H_0**	
total	12	5.59	------			

So what's on the table is the significant level see relevant test against 0.0, It can be claimed that the above test with error 1.0 or 99.0 ensure a meaningful level. So assume H1 and assume H0 can be rejected. According to the coefficient of R2 that detection is simply the ratio of the change explained by the

variable x to the whole, 11.0. It can be an expression that changes the value of the creation of the green service 11 percent, by explaining the changes in the negotiation and transparency.

Table 4 hypothesis related to variable parameter coefficients negotiation and transparency And its impact on the value of the creation of the green service

Variable title	The slope of the line of the β	The calculated t	A significant level of	The result of the test
Latitude of origin	.14	.01	.000	**The rejection of H0**
Negotiation and transparency	.21	.2	.000	**The rejection of H0**

So the effect of the mathematical relationship negotiations and transparency on the value creation of green services, Y = 14.2 + 0.21 X will be The expression can be a single increase in the transparency of the negotiations and cause an increase in the unit value of the creation 21.0 Green service companies miandoab. So it can be concluded that the regression model the test in terms of meaningful statistics.

Discussion and conclusions

Based on information obtained from the -1 table 4 to 4-4, we observe that the statistical sample 92٪ male and female it amounted to 8%. 2/as a single statistical sampling and statistical sampling 8.88% are married. 6/statistical samples above 1% 55 ,٪6 %.3.40 %55-46-55% years, statistical samples 36-45 years, statistical sample 38 , 36 -25 year statistical sample, 6.2% sub 25 years of age. Statistical sample of % 17.3 Ma 3.54% and above, statistical sampling license,% 5.12 statistical sample of associate degree and 16 percent statistical sample diploma. 6/statistical samples above 9% 25 ,1.20% 6-25. 21-23% years of statistical sampling, 20-16, 6.15 -11 year statistical sample results, statistical samples level 10-6 and 1.5% years of experience serving the statistical sample.

As the table in chapter IV, summarizes the main results of hypothesis testing and minor it indicates, for each of the research hypothesis at the level of the domain is a significant, significant level of Pearson r test significance level 05.0 is more so a significant relationship between a variable and its dimensions are cooperativenetwork (network of excellence a task success, ability to negotiate, cooperativeand transparency) with a variable the value of the creation of the green service there. To test the effect of the independent variable and the dependent variable on the dimensions of the hypothesis test of regression have been used. According to the related table and the values of the, in conjunction with the cooperativenetwork variable and its dimensions are variable and the value creation of green services, the rate of change in the value of the creation of the green service growth for a change in the cooperativenetwork variable and each of its dimensions. Thus a single positive change in cooperative, networks of excellence, the success of the network task cooperative, the ability to negotiate, and transparency to the 19.0, 25.0, 23.0 thus causes, 26.0, and 21.0 of the unit growth in the value of the creation of the green service companies miandoab.

The literature also reveals the impact of research investments and the dimensions of the cooperativenetwork on the value creation of green services, namely its dimensions and cooperativenetwork (network of excellence a task success, ability to negotiate, cooperativeand transparency) on the value creation of the green service. So that in relation to the impact of investment on

the cooperativenetwork and the Green value creation dimensions of service it can be said that the results of the present research results research danaeifard (1409), which represents the subject that is in line with the trend of the State network in the present age should people have The networking skills and skills of cooperation based on mutual trust and its use are subjected, as well as with r nakhaee and revert (2012) that represent the effect of environmental knowledge and communication activities Marketing in the field of the environment is going to buy again on citizens on the strength of previous research results and field reviews of new results and developed. And with the results of research that Hamdi et al. (2011) potential customers and market opportunities on buying green products, leading jurist and is based on the provisions of environmental stresses. As well as with the result r torabi et al. (2010) that affect the formation of social capital and its targeted outcomes of the participation of individuals in the manufacturing plans and programs is its emphasis on networking and cooperation in getting companies to improve the strength of the other side with the results of research exchanges and Mohammad-Zadeh (2010) that the growth and expansion of the value chain cooperatives arises from employing information technology implies conformity and on various forms of network flow Of information and communication said. As well as with the result r Kong et al. (2012) that suggests giving consideration environmental principles in the evaluation of the value chain is now available in the companies, and on the development of green products, particularly in the field of the service cycle, Green said. Network to ensure high levels of cooperative. Their role is to serve, with respect to the others show the powerful followers, teach, to communicate so whatever cooperativenetwork elements such as task excellence, the success of the network, the ability to cooperative, negotiation and transparency have caused a positive change of value creation of green services, so trying to use cooperation and coordination between the members in the form of a network of diverse services to hospitalized, one of them the services Fraham is green, which leads to the development and expansion of their activities and value creation.

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