

The relationship between outsourcing of labor productivity (Case Study: Broadcasting Semnan Province)

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Abstract

Outsourcing is one of the strategies that can be controlled by reducing operating costs Leveraging the expertise of external specialists, The focus on core competencies, improve the quality of goods and services, Organizational agility, productivity and Leads to greater competition. This descriptive study was conducted. The study staffs are Semnan Broadcasting who have been randomly selected. Outsourcing relationship results with organizational agility and productivity did not prove.

Keywords: labor productivity, organizational agility, outsourcing and Broadcasting

Introduction:

The increasing speed of technological change, on the one hand And the changing nature of consumer demand and increased competition between organizations On the other hand, has led the organization to aggressively seek new competitive advantages over rivals and better meet the needs of the customer. In this case, it seems that the movement towards the establishment of organizations which are speed and flexibility in response to changing environment, Unstable and unpredictable new solution is vital. Achievement of such targets in light of new concept called "organizational agility" is obtained. In the complex world of enterprise, factors and elements of clear organization and doing something about it is not too difficult. What is problematic for industrial organization is invisible factors that affect the productivity of the organization. If managers and practitioners to remedy to the bottleneck Haymshkhs and go straight result can be achieved. Many times we hear everything is fine and in place: There is enough raw material, technology is good, but do not go according to the plan set. At such times we need to ask ourselves whether the combination of the factors mentioned is good? Do people have

problems? The organization can bring everything under the rule of law and uniform mechanical, For with the creativity that is on all organizational factors and influences, in particular organizational efficiency. Design outsourcing or internal security activity, is considered one of the most complex organizational decisions. Making this decision, as the first part of the outsourcing process involves identifying all the factors involved. On the one hand, and outsourcing benefits and barriers. The study is comprehensive and accurate decision inevitable.

Literature and History Research

Agility to succeed in profits, market share, Agility is not supposed to end, And there is the point that the company or a person has completed a visit to agility. Agility permanently to the performance of personnel and organization, product and service value, and permanent changes in the areas of customer acquisition opportunities given the And requires constant willingness to deal with fundamental changes and the level And nimble companies are always happy to learn anything new that enhances the benefits of taking advantage of new opportunities, have prepared Given the share transfer agility profitable markets with full service information are moderated And products tailored to specific customer needs is forming. The viability of the products based on marketing strategy and value-based pricing is received from the customer. Therefore, successful agile competitors, not only should the markets, product lines, qualifications and your current customers very well, But should also recognize the future potential markets and customers This recognition of the strategic plan to gain new competencies, develop new product lines, And capture new markets leads Implications related to the field of competitive agility competition within a company specifically act Agile companies for aggressive encounter with the changes. Agile competitors revive opportunities for change and uncertainty source of successful methods is permanent.

So, to accommodate changes without previous experience, agility relies on innovation, skills, human knowledge, and access to information. And in creating opportunities for profit and growth for aggressive acts. Change has accelerated agile competitors, markets and new customers are Outside of their recognition of the way in which the market and customer needs appear. Although agility allows the company to react quickly past, But the strength of agile competitors in predict-operation and leadership needs of our customers through constant innovation is the creation of new markets. Agility is a comprehensive response to the new competitive environment dominated by mass production system to reduce the forces that have shaped (Goldman et al., 1995; Ganskaran, 28, 2011). Agility is the ability to successfully manufacture and sell a wide range of products with low cost, high quality, Short delay time and size variation refers categories For multiple clients through the production of specific customer value creation is based on mass demands (Live and Wong, 205, 2001). As Olson argued, the ability to respond effectively to incidents that are rapidly changing and unexpected And according to "The Kid" and "Dow" includes two basic concept (Sharifi and Zhang, 2000). Agility of a firm's ability to survive and thrive in a competitive environment . Where positive change on an ongoing basis and unforeseen And respond quickly to rapid market changes resulting from the valuation of the customer on goods and services (Richards, 1996) . And where other means capable of reshaping operations, processes, and relationships

for effective While at the same time to successfully operate in an environment of constant change. Business agility is a vast potential organizational structures, information systems, support processes and particularly the opinion of covers (Hormuz, 2001). Agility as a production philosophy (next generation production systems) to companies that compete in all economic sectors, greet. Agility only by the hierarchy of the integrity of customers' needs within a framework of internal and external environment of the organization. This is due to having a holistic view of the enterprise advanced production technology along with the internal capabilities of their processing And through the use of technology / information systems can be achieved (Hopper et al., 2001). Goldman also defines it Comprehensive strategic response to major changes and is impossible to ignore the competitive system dominant in the global economy first trade occurs (Sharp et al., 1999) . Finally, he and his colleagues have defined it as follows: Find succeed in the competitive foundations (Speed, flexibility, creativity for pre-operative, quality, profitability Through the integration of resources that are reshaping feature And best practice in a specialized environment In order to provide services and products in an environment based on customer demands and market changes are happening fast (Joseph et al, 1999).

Productivity is the quotient of efficiency to a factor of production. Thus it is of capital productivity, capital productivity, The productivity of raw materials, depending on the return on capital, Investment or raw materials examined so named. Productivity is defined as the quality or how to fruition, production or mass production, etc. to create eye-catching results. Productivity is one of the major issues at different levels and in various activities, drive a few hundred years. Especially in the latter decades of the present century, its importance in economic activities, social and industrial strongly emphasized (Ahadinia). Lack of sufficient awareness of the situation and priority would be to create the opposite effect on productivity. Thus, any move to increase productivity, On understanding the situation and correct prioritization strategies are emphasized (Asadi). In today's competitive world, as a philosophy and viewpoint-based productivity improvement strategy, The most important goal of any organizational forms And can be such a chain of activities in all sectors of the population (Taheri, 1999).

The main objective of the mission management and effective and efficient use of resources and facilities managers of organizations as diverse as labor, Capital, materials, energy and information (Minister, 2010). This resulted in productivity in all countries. Proper use and better of Total Factor Productivity (both goods and services) to become a national priority And all societies believe that life of any society is not possible without considering the issue of productivity. Since the factors of production, human resource Unlike organizational resources as sentient and coordinating other known factors (Khalilian, 2008). As well as the main lever is on the increase and decrease plant efficiency

Therefore, great importance and particular attention must be paid to it. The concept of productivity and its promotion in the health sector And treatment because of its unique characteristics, which include the severe resource constraints, the needs of all people to health services, Lack of economic thinking and the necessity of human thinking in providing the services the equipment is expensive and the increased importance of this issue seems (Soltani, 2005). In general, we should acknowledge that the activities of any organization is influenced by a range of factors The identification and classification of these factors can help to improve the activity of the realization of organizational goals. Regarding the fact that productivity is a function of various factors, These factors affect the mission, activities, operations and other factors vary from one organization to another As well as the importance and impact of these factors

on productivity is not uniform, It is not possible for organizations in all fields and aspects of influence across the country. Necessary to achieve the highest productivity At first it is necessary, according to scientific criteria These factors are of importance for the organization to identify and prioritize Then for productivity improvement, action plans and projects should be developed. Alvani in your model issues such as physical and mental health, Demographic characteristics, history and work experience and the spirit of competitiveness Including personal characteristics knows that affect the productivity of human resources (Alwani and colleagues, 2002). Although the use of the word outsourcing in manufacturing and industry do not have much experience, But Moore is not new and has been used a lot. It seems to Roman times transfer activity of collecting taxes to contractors was the first form of outsourcing. In the eighteenth and nineteenth century in Britain streetlight maintenance operations, The prison administration and tax collection activities has been assigned to contractors. At about this time in America and Australia postal service delivery In France, construction and management of rail lines and distribution of water resources is outsourced. So it can be concluded before Also during the Industrial Revolution, a variety of outsourcing is executed (Cheshm be rah & Mortazavi). Although the term outsourcing for the first time in 1989, Kodak to explain the company's decision to divest the information technology activities IBM is one of the subsidiary companies as a business strategy was used (Lance Dunn, 2000). In today's competitive world, organizations that operate one or two key capabilities are important in business And thereby create value for our customers beyond its competitors reserves And other activities through the other businesses in which it operates are key capabilities, By buying services and outsourcing do (Alwan and Afsharzadeh). In such a structure codified set of businesses known each with their key , In the form of win-win relationships together in a network of fall And finally customers (and not all interest groups), These networks interact with each other to create synergy that is, more than ever before benefit (Bahrami, 2009).

In many cases the impact of outsourcing companies and government agencies on manpower, Processes, methods and tools in a word structures and behaviors, As they do not consider their actions to outsource their activities (Baloo et al., 2008). Outsourcing done without analyzing the problems of the foregoing, Operational risk will increase outsourcing projects And in some cases may become a major disaster In order to avoid the consequences and problems that have arisen Even the need to return to past processes and practices And costs to compensate for losses incurred by many companies impose (Alangu, 2008).The prevailing view organizations as a means to reduce costs is to outsource,

But the most important advantage of outsourcing, improve the quality of activities and products is a more effective organization. Outsourcing all non-core activities leads to reduced work activities organized by senior management And from this competitive advantage by focusing on increasing management (Drucker, 2002).

HR activities your organization to reduce costs, Reducing the volume of activities and remove bureaucracy and administrative regulations are complicated and time-consuming outsourcing. But the problem of human resources outsourcing activities lose control of the organization's most important asset. Therefore, organizations should evaluate the advantages and disadvantages of outsourcing human resources is one of choices. Although outsourcing has led to unemployment in the short term is staff But in the long term creativity, technical progress and the development of a skilled and trained workforce will lead to the emergence of new industries and products (Alangu, 2008).

Research Tools and Methodology

Whereas the results of this study can be used Broadcasting Semnan province, So the research in terms of the purpose and according to the research staff of the Broadcasting Semnan province And information from within the organization have been achieved by using experts, Therefore, as a survey of the field is. Also with respect to the Semnan province is the result of research on Broadcasting, the study is a case study. Random sampling was done in the organization. The sample size was determined using Cochran formula.

Research Findings

Descriptive analysis of the findings shows that about 74 percent of men and about 26 percent are women. About 15 percent of people under the age of thirty years, 40% between thirty to thirty-five years, 20% between thirty-five to forty years, and 25 percent are over forty years old. About 50% of associate degree, 35 percent of undergraduate, 13 master's degree and 2 percent of people with doctoral degree.

➤ average organizational outsourcing

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Outsourcing	88	2.9969	.76431	.06703

One-Sample Test

	Test Value = 3					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Outsourcing	-.046	87	.963	-.00308	-.1357	.1296

Due to the significant level coefficient obtained t accept the null hypothesis and conclude 3 is equal to the average outsourcing.

➤ The average organizational agility

Due to the significant level of T-obtained coefficient conclude the null hypothesis is rejected and does not mean organizational agility is equal to 3.

	N	Mean	Std. Deviation	Std. Error Mean
agility	88	3.7308	.88281	.07743

One-Sample Test						
	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
agility	9.438	87	.000	.73077	.5776	.8840

➤ average productivity of human resources

Due to the significant level of T-obtained coefficient conclude the null hypothesis is rejected And average labor productivity is not equal to 3. Since the upper limit and lower limit as a negative number as well as a negative number, As a result, we mean labor productivity is lower than the value of the test, the number three

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
productivity	88	2.7246	.74345	.06521

One-Sample Test						
	Test Value = 3					
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Productivity	-4.223	87	.000	-.27538	-.4044	-.1464

The correlation between organizational agility, productivity and outsourcing

"There is a relationship between the organizational agility and efficiency"

The results of this analysis have been obtained in accordance with the following table shows That due to the fact that less than 0.05 significance level test results, And taking into account the correlation between competitive intelligence and infrastructure after a positive organizational culture can be seen. The numerical value of 0/765 is this connection that represents the relationship is very strong

"There is a relationship between the organizational agility and outsourcing"

The results of this analysis have been obtained in accordance with the following table shows Due to the fact that the significance level of less than 0.05 is attained. And taking into account the correlation between competitive intelligence and infrastructure after the organizational structure and significant positive relationship can be seen. Its numerical value is 0/614 .Which reflects the strong relationship between these two components with one another.

Correlation Test Results

		efficiency	outsourcing
agility	Pearson	.765**	.614**
	Sig	.000	.000
	N	88	88

Conclusion

In recent years, issues such as accelerating environmental changes, Uncertainty about the future, rising costs, immensely large organizations and has led to legal restrictions Organizations rethink their thought pattern. What was studied in this paper examines the relationship outsourcing productivity and organizational agility. The results proved the relationship between these three variables. Organizational agility and efficiency through outsourcing, with two strong direct relationship was observed. The relationship between labor productivity and organizational agility components Other statistical methods and using other models for future research is recommended.

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