THE EFFECT OF EMPLOYEES' SELF-EFFICACY ON INNOVATIVE WORK BEHAVIOR AT SOCIAL SECURITY ORGANIZATION EMPLOYEES IN ARDABIL PROVINCE

Mikail Momeni[1]
Department of Management, Science and research Branch, Islamic Azad University, Ardabil, Iran
Dr.Habib Ebrahimpour
Faculty Member in University of Mohaghegh Ardabili, Ardabil, Iran
Dr.Mohammad Bashokoh Ajirloo
Department of Management, Science and research Branch, Islamic Azad University, Ardabil, Iran

Abstract
The aim of this study is evaluating the effect of employees' self-efficacy on their innovative behavior. This descriptive-analytical study in which we are investigating effect of employees' self-efficacy as independent variable and innovative job behavior as dependent variable. The population of this study were 500 of Social Security Organization employees in Ardabil province. Data has collected by standard questionnaires. Simple random sampling was used for selecting research samples. In order to determine validity and reliability the questionnaire was distributed among 30 employees. Findings showed that questionnaire is valid (0.855). Descriptive statistics (frequency, percent, mean and standard deviation) were used for summing data and was used multiple regression to study variables. Results of hypothesis testing showed that all seven hypotheses are confirmed. Hypothesis was "employees self-efficacy influences innovative job behavior" which was significant in $P<0.05$ level and parameter factor is 0.427 and shows positive effect of self-efficacy on innovative job behavior.
Keywords: self-efficacy, innovative job behavior, Innovation

Introduction

Innovation is an important activity which is major success factor for organizations in order to create and maintain vital competitive advantage. Drucker defines innovation as "special instrument for entrepreneurship. Regarding important role of innovation in entrepreneurship and job success in knowledge-centered and meta-competitive environments there is more need to understand innovation (Chen et al, 2004). Other variable of this research is self-efficacy which points out to an individual's understanding from ability for effective implementation of duties. Self-efficacy is mediator between knowledge and behavior and it is related with professional entitlement. Strong self-efficacy leads to attempt and work for success that self-efficacy is its central component. This concept is linked with individual judgments about their abilities for doing job or adapting with a certain condition. It is clear that thought, emotions and human behavior in conditions in which he has confidence is different from those conditions in which he feels himself enable or incapable (Bandura, 1997).

[1] Corespondence author

Self-efficacy is an important concept in management and organization. Origin of self-efficacy is research and Bandura' social-cognitive theory (1997). Based on social-cognitive theory human is an active creature which can self-discipline and regulate his behavior not a passive creature which is controlled by unknown environment forces or internal tensions. They participate actively in their transformation and can control events with their behavior.

Bandura believes that self-efficacy stimulates motivation and cognitive resources and it is a factor for controlling certain event. Self-efficacy belief is a basis for motivation, better life and individual achievements in all aspects of life.

Bandura argues that self-efficacy is a constitutive ability which organizes cognitive, emotional, social and behavioral skills. He claims that having knowledge, skills and vast achievements are not suitable predictors for individual's future performance but it is trust in abilities which is effective in performance. There is a clear difference between having different skills and ability for combining them with suitable methods to perform duties. "Individuals accurately know what duties they must do and they have required skills for this purpose but they are not successful in suitable performance (Bandura; 1997: 75). It is necessary to mention that self-efficacy has different aspects including:

A. Social self-efficacy: means individual's perception from his abilities in reaching social criteria and social communications.
B. Educational self-efficacy: means individual's perception from his ability in learning, problem-solving and achieving educational success.
C. Emotional self-efficacy: means individual's perception from his ability in controlling and managing emotions and negative thoughts.
D. Physical self-efficacy: means perception physical ability, confidence in doing physical activities and skills and confidence in positive physical influencing on other people (Richard, 1999).

Today many organizations and companies are faced with increasing permanent and uncertain competition which is intensified by technologic innovations, change in market environment and changing customers' needs. We can mention another reason for changing business world: accessibility to technology, intense competition on technology development, globalizing markets and commercial competition, rapid growth in technology accessibility, change in wage and job skills, environmental responsibility and resources limitations and increasing customers' expectations (Khodadhosseini, 2002). Innovative job behavior is defined as intentional development, introduction and application new ideas inside a job role, group or organization for suitable role of group or organization performance (Beatrice et.al, 2009).

Johnson claims that innovative behavior is related with innovation process steps (idea generation, idea promotion, idea research). Besides, individual innovative behavior is not only creative behavior but includes sufficient promotion and implementing creative ideas. There are various definitions and classifications for innovation. Innovation can be defined as "creating new combinations". Many innovation definitions emphasize on newness. European Commission green journal defines innovation as: production, harmonizing and successful application of newness in economic and social scores. Innovation is very necessary for those businesses that want to develop and gain competitive advantage (Lin & Chen, 2007). Since these study aims to study the effect of employees' self-efficacy on their innovative behavior.

Methodology

The aim of this study is evaluating the effect of employees' self-efficacy on their innovative behavior. This descriptive-analytical study in which we are investigating effect of employees' self-efficacy as independent variable and innovative job behavior as dependent variable. The population of this study were 500 of Social Security Organization employees in Ardabil province.

Simple random sampling was used for selecting research samples. Data has collected by standard questionnaires. Sherrer and Adams' self-efficacy questionnaire (1982) will be used in this study. This questionnaire is translated by Barati (1996). This questionnaire has 17 items. Every item has a five-point scale including strongly disagree (1 point), disagree (2 points), neutral (3 points), agree (4 points) and strongly agree (5 points). Items number 1, 3, 8,9,13,15,16,17 are scored by this way and items 2,4,5,6,7,10,11,12,14 scored inversely. Maximum score in this questionnaire is 85 and minimum is 17.

Innovative job behavior is measured by Johnson scale. In Johnson's 9 items scale 3 items point to idea development, 3 items point to idea promotion and 3 items to idea achievement? Items will result by using 7 points in score scale (Beatrice et.al, 2009).

In order to determine validity and reliability the questionnaire was distributed among 30 employees. Findings showed that questionnaire is valid (0.855). Descriptive statistics (frequency, percent, mean and standard deviation) were used for summing data and was used multiple regression to study variables.

Results and conclution

1- Descriptive results

Results of descriptive statistics show that 42.4% of respondents are female and 57.6% are male. 23.5% were in managerial posts and 76.5% in other posts. 15.5% were under diploma, 13% upper diploma, 59% had B.A and 12.4 had M.A and Ph.D. regarding workplace 27.6% were in hospitals, 12.9 % medical clinic, 9.2 treatment management and 39.2% insurance. 27% had 10 years work service, 25% had 11-15 years and 48% had more than 16 years service years.

Regarding results mean innovation score was 31.96 and respondents gain it from maximum score (40). Self-efficacy score was 50.68 from 85 scores. Respondents are concerned about distributive, procedural, relational and information justice in organization. This can influence self-efficacy and innovation.

2- Hypotheses results

In this paper we have one hypothesis.

Employees' self-efficacy has impact on innovative job behavior at Social Security Organization employees in Ardabil province.

The statistical way of analysis of hypotheses is two ways, H_1 is acceptance of hypothesis and H_0 is rejecting of hypothesis. In other words, it means that H_1 has positive meaning and H_0 has negative meaning.

The hypothesis is expressed statistically as below:

H^1: Employees' self-efficacy has impact on innovative job behavior at Social Security Organization employees in Ardabil province.

H^2: Employees' self-efficacy has not impact on innovative job behavior at Social Security Organization employees in Ardabil province.

Table 1: results of path analysis for sixth hypothesis

Path direction	Parameter estimation	Standard error	T	Sig
Effect of self-efficacy on innovative job behavior	0.587	0.754	7.984	0.000

Considering above table we can say that self-efficacy path coefficient on innovative job behavior is T=7.984 and it is significant in P<0.05. Parameter value was 0.427 which shows positive effect of self-efficacy on innovative job behavior. So null hypothesis rejected and statistical hypothesis confirmed.

Results of hypothesis testing showed that all seven hypotheses are confirmed. Hypothesis was "employees self-efficacy influences innovative job behavior" which was significant in P<0.05 level and parameter factor is 0.427 and shows positive effect of self-efficacy on innovative job behavior.

As we can see indirect effect of organizational behavior on employees' innovative behavior is higher; therefore, indirect effect of organizational behavior on innovative job behavior through employees' self-efficacy is more than direct effect. So we can confirm this hypothesis. Sarvghad et.al (2010) indicated that there is positive and significant relationship between self-efficacy and job performance. There is also positive significant relationship among these three variables.

Suggestions based on research results are as below:

It seems that when employees have fair perception from payments, rewards and organizational advantages they show more wider conception from self-efficacy and innovative job behavior; therefore, it is suggested that managers be more fair in distributing rewards and equipments between employees and hold workshops about manner of vaying rewards and compensation.

When employees have fair perception from implementing procedures and decision-makings it is clear that this will influence their self-efficacy and innovative job behavior. Therefore, exerting procedural justice by managers is an important factor in increasing employees' innovation level.

References

1. Bandura, Albert. (1997) Self-efficacy: the exercise of control. New York: W. H. Freeman
   Conger Jay. A, Rabindra. N Kanungo. (1988) "The Empowerment process :Integrating theory and practice". Academy of Management Review. V 13, N3 .Pp471-482
2. Bandura, Albert. (2000) "Cultivate self–efficacy for personal and organizational effectiveness".
3. Beatrice, I & al. (2009). Towards an HRM Model predicting Organisational Performance by Enhancing Innovative Work Behaviour: A Study among Dutch SMEs in the Province of Limburg. Maastricht School of Management, Open University of the Netherlands, University of Twente.
4. Chen, J. & Zhu, Z. & Xie, H.Y. (2004) “Measuring Intellectual Capital: a New Model and Empirical Study”, in Journal of Intellectual Capital, Vol. 5(1): 195-212.
5. Khdadhhoseini, S.H. Ghelich Lee, B. (2002). Strategic Innovation: A New Approach to Organization's competence. Journal of Management Development, Volume IV, No. 14, pp. 52-53.
6. Lin, C. & Chen, M. (2007). Does innovation lead to performance an mpirical study of SMEs in Taiwan. Management research News. 30(2), 115-132.
7. Richard, S., Sohn Atik. Rittal, El Atyksvn. Advardby, Smith. (1999). Hilgard field of psychology. Translators: Muhammad Taqi al Baraheni. Tehran: Nvrtks.