

The Impact of Job Redesign on Organizational Commitment among staff of Bank Melli Iran, Branches Located in Fars Province

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Abstract: The current study aimed to investigate the impact of work redesign on organizational commitment of employees of Bank Melli Iran, in branches located in Fars province. A sample of 315 employees selected using categorical random sampling. Data gathered using standard questionnaires and finally 298 questionnaires returned for further analysis. Correlation analysis using SPSS software showed that there is a significant relationship between work-redesign and employee commitment. Also the relationships between the dimensions of organizational commitment (Affective, Continuance and Normative Commitment) were significant.

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Keywords: Bank Melli, Commitment, Job-Redesign, Work Redesign

Introduction:

Many studies done show that shrunken organizations increase their innovation. (Chadwick et al, 2004, Yu and park, 2006). Although some scientists believe that miniaturization dos not lead to the expected improve results (Mcclure, 2007), or it does not cause to decrease employee commitment and loyalty to the organization (Niehoff et al, 2001). Regarding to change of method of traditional banking to modern baking, specially, economical businesses around the world tend to miniaturization by using information technology. So, how to maintain personnel commitment to organization becomes a question that the organizations changing, should respond to this question, such as banks.

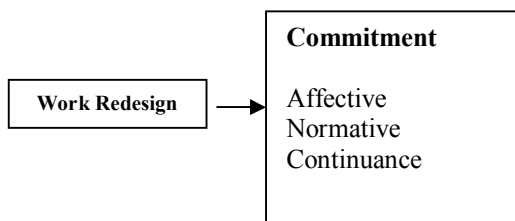


Fig 1. Conceptual model

In the recent years, information and communication technologies have made dramatic changes in the function of banks like Bank Tejarat's and economical business, and they cause work redesign in the organizations which want to keep their customers and permanence. According to changes in procedure, also personnel of these organizations affected strongly. Maintaining strength and commitment of staff is extremely important in the face

of rapid changes occurring. Iran Bank Tejarat which has forced to change work design, performance and presenting of its services toward preserving customers and market share, has faced to matter of maintaining strength and commitment of their personnel. Therefore in this study, we are going to examine the relation of work redesign on empowerment.

Research Hypotheses:

The main hypothesis: there is a significant relationship between work redesign and employee commitment.

The second hypothesis: there is a significant relationship between work redesign and affective commitment.

The third hypothesis: there is a significant relationship between work redesign and continuance commitment.

The fourth hypothesis: there is a significant relationship between work redesign and normative commitment.

Methodology:

From the total number of 1750 employees of bank Melli in Fars province, 315 staff selected using categorical sampling. This number calculated using Cochran's formula as presented below:

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

$$t^2 = z^2 = 1.96$$

$$p = 0.5$$

$$q = 0.5$$

$$d = 0.05$$

$$n = \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = 315$$

$$1 + \left(\frac{1}{1750} \left[\frac{1.96^2 * 0.5 * 0.5}{0.05^2} - 1 \right] \right)$$

Data gathered using questionnaires and reliability and validity of questionnaires confirmed using Cronbach's alpha coefficient and expert view respectively. Alpha coefficients gained above 0.7 for all variables showing that the questionnaires have the appropriate reliability for the research.

Pearson Correlation coefficient calculated for determining if the variables are correlated or not.

Results:

Correlation analysis:

The main hypothesis: there is a significant relationship between work redesign and employee commitment.

As the table 1 shows, there is a significant relationship between work redesign and employee commitment.

Table1- Pearson correlation coefficients between organizational commitment and job redesign.

The second hypothesis: there is a significant relationship between work redesign and affective commitment.

As the table 2 shows, there is a significant relationship between work redesign and employee affective commitment.

Table2- Pearson correlation coefficients between affective commitment and job redesign.

The third hypothesis: there is a significant relationship between work redesign and continuance commitment.

As the table 3 shows, there is a significant relationship between work redesign and employee continuance commitment.

Table3- Pearson correlation coefficients between continuance commitment and job redesign.

The fourth hypothesis: there is a significant relationship between work redesign and normative commitment.

As the table 4 shows, there is a significant relationship between work redesign and employee normative commitment.

Conclusion

The results illustrate that work redesign has a meaningful effect on organizational commitment personnel. Regarding to uniformity of bank's personnel work, it is assumed that work redesign reclaim them from routine activities and doing of repetitive affairs, because it leads to sustain their motivation and extent their empowerment. It causes that personnel who have more personality, feel a change in the levels of their personality and authority by means of work redesign, and it causes that they gain social identify and relevant delivery about duties which they do.

However, it has been presumed that work redesign cause to personnel ability increasing by a reciprocator or reparative application, because in this case, personnel apprehend their work revolution and professional identify, and they assume that are responsible to compensate the organization services in the form of social exchange.

Table 1- Pearson correlation coefficients between organizational commitment and job redesign.

Criterion Variable	Predictor Variable	Correlation Coefficient	Sig
Commitment	Work redesign	0.56	0.00

Table 2- Pearson correlation coefficients between affective commitment and job redesign.

Criterion Variable	Predictor Variable	Correlation Coefficient	Sig
Affective Commitment	Work redesign	0.66	0.000

Table 3- Pearson correlation coefficients between continuance commitment and job redesign.

Criterion Variable	Predictor Variable	Correlation Coefficient	Sig
Continuance Commitment	Work redesign	0.66	0.000

Table 4- Pearson correlation coefficients between normtive commitment and job redesign.

Criterion Variable	Predictor Variable	Correlation Coefficient	Sig
Normative Commitment	Work redesign	0.66	0.000

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