

## عنوان مقاله:

Performance Appraisal in Iran Communication Services Industry

## محل انتشار:

دومین کنفرانس بین المللی چالش ها و راهکارهای نوین در مهندسی صنایع و مدیریت و حسابداری (سال: 1400)

تعداد صفحات اصل مقاله: 12

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## خلاصه مقاله:

to its nature, the communication services industry is facing high dynamism and change in its field of activity. To control and adapt to these changes, the company needs to know the factors affecting its performance evaluation. This study is a descriptive-survey research carried out on Iran Communication Services Industry. ۲۲۰ managers from three selected organizations in Tehran were chosen for this research. In order to examine and analyze of data, Structural Equation Modeling (SEM), Confirmatory Factor Analysis (CFA) and one-way Analysis of Variance (ANOVA) have been used. "Market and Competitive Environment", "Technical and Human Resource" and "Knowledge-Based Infrastructure" are considered as the main factors affecting "Performance Appraisal". The findings confirmed that the variables of "Market and Competitive Environment", "Technical and Human Resource" and "Knowledge-Based Infrastructure" have significant Positive impacts on the "Performance Appraisal", but the intervening effect of Knowledge-Based Infrastructure on the relation between Technical and HR and Performance Appraisal was not significant. The present research has been conducted only on Communication Services Industry and only in Tehran which reduces the generalizing effect of the study. The results of one-way Analysis of Variance (ANOVA) test has shown Performance Appraisal for Hamrahe Aval is higher than all other Organizations

## کلمات کلیدی:

Performance Appraisal; Technical and Human Resource; Knowledge-Based Infrastructure; Communication Services Industry

## لینک ثابت مقاله در پایگاه سیویلیکا:

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