

عنوان مقاله:

Evaluating the Cultural Management of Islamic Dressing at Universities (Case research: evaluating the attitude of (students (girls and boys) of Islamic Azad University, Central Tehran Branch

محل انتشار:

مجله ایرانی مطالعات مدیریت، دوره 9، شماره 1 (سال: 1395)

تعداد صفحات اصل مقاله: 23

نویسندگان:

محمد رسول آهنگران - *Farabi Campus, University of Tehran, Qom, Iran*

اباذر افشار - *Faculty of Theology, Ferdowsi University, Mashhad, Iran*

محمد قاید - *Faculty of Management and Accounting, Farabi Campus, University of Tehran, Qom, Iran*

خلاصه مقاله:

Nowadays, many national problems -especially the cultural and social ones- originate from transnational factors, a trend called globalization, and particularly cultural imperialism. In particular, the arrival of post-modernism and media since the ۱۹۶۰s, and at the same time, changes that have taken place such as feminism, social and sexual movements, and the extension of individualism in the West, have resulted in fundamental changes in the cultural and social environment of communities, which have also affected our society's cultural and social space in recent decades, leading to a phenomenon called "improper hijab". The current paper aims to study the role of universities' cultural management in dealing with expanding dressing patterns and abnormal behavior using the survey procedure method. Subjects of the present study are ۳۷۰ students of Tehran Central Branch of Islamic Azad University (Valie-Asr University Complex) in the years ۲۰۱۲-۲۰۱۳, who were selected randomly. A questionnaire was prepared for collecting the data. Multivariate regression, correlation, T-test and ANOVA were used in order to test the data. The results suggested that universities' cultural management, which is considered as a role and presented as an independent variable of the current research, has a meaningful and significantly increasing effect on improper hijab as a dependent variable, and the hijab cultural situation in universities can be predicted with its change.

کلمات کلیدی:

Culture, Cultural management, Dressing, Individualism, Islamic management of universities

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1743560>

