

## عنوان مقاله:

The Relation between the excitement intelligence, self-confidence and the staff's customer based tendencies in Bistoon, Kermanshah company

## محل انتشار:

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## نویسندگان:

Peyman Skandari - *M.A scholar in the international management, Islamic Azad University, Sanandj branch*

Jalal Olfati - *Department of management, Gilan-E-Gharb Branch, Islamic Azad University, Kermanshah, Iran*

Jalil Olfati

## خلاصه مقاله:

The goal of study is to examine the relation between the excitement intelligence, self-confidence and the staff's customer-based tendencies in Bistoon Company, in Kermanshah. This study is descriptive, cohesive and the statistical society includes all of staff in Bistoon, diary company, Kermanshah, including 90 persons. There were used the questionnaire of excitement intelligence of Siber or Sheering and Cooper Smith's self-confidence (1967) and the researcher's customer – based questionnaire. The resistance correlation of questionnaire was respectively 0.83, 0.81 and 0.80 by AlfaCronbak. There was also used the descriptive statistics Kolmogorof Smirnof, Pearson's cohesive correlation, multiple regression in the approved statistics to analyze data. The analyses show that there are positive, meaningful relations between the excitement intelligence and the customer-based aspects (0.521), Self-confidence and the customer-based aspects (0.376) among the staff in Bistoon company in Kermanshah. The excitement intelligence and self-confidence predict the self-confidence aspects (0.395), in which the self-confidence plays an important role than self-confidence.

## کلمات کلیدی:

Self-confidence, excitement, intelligence, lifestyle, adaptive behavior

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