



Effect of reality-based management on the effectiveness of human resources in alborz steel company

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ABSTRACT

Alborz Steel Company to survive needs the reality-based management which analyze all opportunities and threats, strengths and weaknesses of organization. Due to the successes and importance of reality-based management in the event of providing the required background for the most effectiveness of human resources in this company, this research in purpose of determining the effect of reality-based management on the effectiveness of human resources in Alborz Company considered to collect and survey the ideas of the sample include 54 persons among managers and experts of Alborz Company with more than three years work experience. Presented research can be counted as kind of descriptive-survey researches in terms of grouping the researches based on data collection method. And also according to grouping the researches based on purpose, presented research is in group of applied research. Methods of collecting information are both library and field methods. For collecting the data related to the literature of subject and research background library studies were used. At field method questionnaire was used to collect data as the instrument. In section of data analyzing the data, the data had obtained from performing the questionnaires were analyzed in two descriptive and inferential sections using the SPSS software. In descriptive section the operation related to demographics information of people in sample was done through the SPSS software. Tables and charts include mean, frequency, cumulative percentage, and ... also were used in that section. In inferential section, first the Kolmogorov-Smirnov test was used in order to survey the population distribution. Testing the research hypotheses were done by correlation and non-linear regression tests. After collecting data and analyzing their findings, all minor hypotheses were accepted and also research main hypothesis were tested and accepted, so it can be said that: the reality-based management effects on effectiveness of human resources in Alborz Steel Company.

Keyword:

reality-based management, management skills, information technology skills, measurement skills, effectiveness of human resources.

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