Sociological Survey on social trust in acceptance of Knowledge-based organizations

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Abstract

Purpose: The purpose of research is to observe the influence of public trust on accepting KBOs. The implementation method of the research is descriptive (non-experimental) and with correlation analysis model formed by structural equations used the least minor squares. **Methodology**: The participants of the survey were consumers of KBO services. According to Cochran formula for unspecified society ,384 individuals were chosen as statistical sample selected totally random. From 384 questionnaires distributed ,370 were answered and 14 others were discarded due to many unanswered questions. In due course 370 questionnaires were processed. To measure social trust, Safarinia and Sharif questionnaires were used. (1389). due to receptivity of knowledge-based organizations, researcher-made questionnaire were utilized. this questionnaire contains 5 elements which composed based on available questionnaire. We realized there is a meaningful and significant relation between KBO admission and all aspects of social trust. the influence of social trust on KBO'S admission was positive and meaningful. The influence of social trust on KBO's admission is positive and meaningful. **Findings**: According to the results,72% Variance model in knowledge-based organizations admission were indicated by Research model. Therefore, we realized strengthening social trust will bring acceptance to KBO's presence. **Discussion**: In this regard, managers and officials in KBOs must concentrate on gaining and obtaining social trust in case of adequate social acceptance.

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1. Introduction

The concept of trust as the most important part of social capital, explicit or inexplicit, direct or indirect was noteworthy since the forming sociology knowledge which is following the highly consideration of social order (Hamilton and collegues,2016) As Eisenstadt's idea, the most considerable issue in social order from Durkheim point of view and in some mean Tonies 's, is trust and social solidarity.in other word social order won't occur without solidarity and typical phenomenal trust. According to Durkheim, in modern competitive society, society based on contracts does not exist unless people have confidence on each other's promises to accomplish their agreements. He believed in new structures (professional groups) as essential fact to prevent chaos and anarchy. in his opinion as much as societies grow, collective conscience become pervasive and morality expands from local and in-group to universal and outgroup and the numbers of strangers who cannot be trusted lessen and as a consequence Mass collaboration take place at national level. (Stefaniak and colleagues ,2017).

2. literature Review

trust and being trustworthy are usually considered as social dynamism which is the reasons of social interactions and various economic transactions and in case of trust absence (the lack of trust), all transactions and interactions become money-waste, time-waste and bureaucratic. Although, Trust can't be shaped or exchanged as the same as goods but as spiritual capital it would be able to gain support and good will, time and money. Trust has three aspects: Interpersonal trust or trust to familiars(individuals). Social trust or generalized trust or trust to strangers. Civic trust or trust to organizations and institutes. The presence of trust (social trust and institutional trust in particular) in any society provide the basis of development and human resource expansion and moreover effects on social, economic and politic aspect of society to become evolved. Despite the importance of trust based on recent researches, Iranian society suffers from lack of social trust. In other words, this research indicates the highest rate of untrustworthiness between society and government officials. (Haji ghasemi (2011); Golabi 2000; ketabi and colleagues 2000). Knowledge-based organizations have essential role in organization and expansion of knowledge-based economics (ellahi yari fard and abbas 2012).

KBO's are organizations and institutes which is by providing basis of knowledge-based business, transfigure solid knowledge to wealth and prosperity and their economic activities are relied on researches and development activities in new and advanced fields of technology which leads to social blooming and knowledge-based economy enlargement (Mahdavi and colleagues,1391) By realizing the importance of knowledge-based organizations in country upheaval and the numbers augmentation and likewise considering the competitive and unpredictable environment, it is notable to pay a tribute to social role to accept KBO's. Recent research based on important key role of social trust on KBO's admission and also trust-making functions in today's society, is analyzing the influence of social trust in accepting KBO's. In other word, in this study essential questions will be answered to demonstrate if social trust effects on KBO admission.

following Pierre Bourdieu's opinion in his book (The forms of Capital), there is a distinction between three categories of capital which includes economic capital, cultural capital and social capital.in recent years there have been many researches on social capital. Pierre burdeau with his practical point of view describe social capital as a collection of actual or potential resources in relation to stable network ownership derived

from fundamental relations more or less, based on familiarity and mutual admission (Edgerton & Roberts,2014).

Social capital is a complex of visible norms in social systems which improves the quality of collaboration between society members and it also lessen the transactions and communication costs. (Jahanshad and malekian,1392). It seems considering social capital in business units is necessary and inevitable. Regarding concepts and theories of intellectuals on social science we deduce trust as the most important aspect in social capital and psychological factor which invigorates social capital as well as the influence on people's behavior. On the one hand the companies must provide the circumstances for investors to make proper decisions via the implements and authorizations and keep them informed of business facts straightforwardly. and as result a bonding between company and investors take place.

According to the review of theoretical basis and research backgrounds in key factors of trademark recreation within company, index and factors in both inward and outward sides are mentioned in the chart below social trust contains straightforwardness, honesty, certainty, Willingness to Collaborate and behavior based on trust. besides KBO admission contains awareness to KBO benefits, optimism, believe in profitability, participations and product consumptions. In comparison to previous researches which has no indication to observe the effect of social trust on KBO admission and also lack of theoretical view, this research analyzes the effect of social trust on accepting KBO's sociologically. The figure 1 indicates conceptual research model based on extracted index.
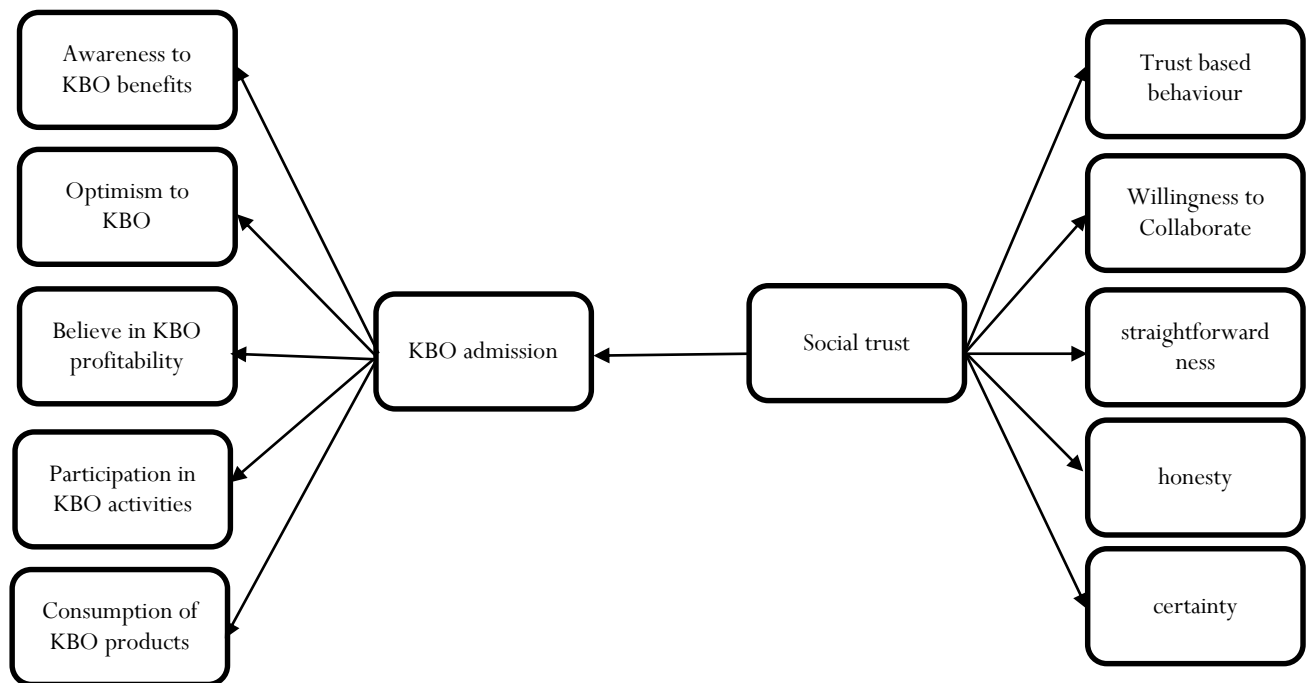

Figure1. conceptual research model

3. Methodology

The method of this recent study is descriptive(non-experimental) and also indicated by correlation analysis model formed by structural equations which used the least minor squares due to the variables following the cause-effect relationships. Chin,markolin and newsted (1996) suggest this methodology by reason of heavy mass data and lack of sufficient theoretical knowledge and unavailability of validated measuring instruments and also the highest flexibility and less limitation in comparison to Lizrel ! method. This method, formed by structural equations used the least minor squares, is preferred in comparison to methodology based on covariance and likewise as being practical essence of the research. least minor squares method is appropriate due to study goals. Participants at study were consumers of KBO services. according to Cockran formula for unknown society,384 individuals selected randomly as statistic study sample. From 384 questionnaires distributed ,370 were answered and 14 others were discarded due to many unanswered questions. In due course 370 questionnaires were processed.

Safari Nia and Sharif questionnaire (1389) were utilized to determine social trust .

this questionnaire contained 5 elements including Behaviors based on trust, Willingness to Collaborate, straightforwardness, honesty, certainty. Questions graded by 5 points according to Likert scale (Always, rarely, never) KBO admission: due to receptivity of knowledge-based organizations, researcher-made questionnaire were utilized. This questionnaire contains Awareness to KBO benefits, Optimism to KBO, believe in KBO profitability, Participation in KBO activities, Consumption of KBO products scaled from 0 (totally wrong) to 5 (Always true). Variants and questions in accordance with social trust are In chart below:

Table 1. Social Trust

Questions	Variant
Q1-Q5	Behavior based on trust
Q6-Q10	Willingness to collaborate
Q11-Q15	Straightforwardness
Q15-Q20	Honesty
Q21-Q25	Certainty

Also in chart below Variants and questions in accordance with KBOs acceptance are indicated chart 1: Variants and questions in accordance with KBOs acceptance

Table2. KBO Admission

Question	Variant
Q1-Q3	Awareness to KBO benefits
Q4-Q7	Optimism to KBO
Q8-Q10	Believe in KBO profitability
Q11-Q14	Participation in KBO activities
Q15-Q17	Consumption of KBO products and services

Measuring patterns experiment contains reliability survey (internal consistency) and Validity (discriminant validity), structures and research instruments. To study on liability of structures, Fernel and Locker! suggests

3 criteria including :1-reliability of each items2-composite reliability of each structures3-average variance extracted. In the event of reliability of each items, factor loading 0/6 and above, every item is indicated as an appropriate structure item, besides factor loading must be significant at level of 0/01 (Gefen and Strab 2005).

In case of calculating T statistic to describe meaningfulness of factor loadings, Boot Strab test were contemplated (500 subsample).

To measure composite reliability of each structure, dilon-goldstein coefficient were utilized. (ρ c). Acceptable values must be 0/7 or above. Third factor of final survey is extracted variance mean. (Fernel and locker 1981) Fernel and locker suggested numeral AVE 0/50 and higher. it indicates intended structure describe its variance markers 50% or more. (chin 1988) In chart no 1, factor-loadings, ρ c و 'AVE, are indicated. The amounts on scales unveil sufficient reliability and structures appropriations. Chart no 2: factor-loading, composite reliability and mean variance extracted from study variants influenced by factor analysis

Table3. Factor loading

Factor loading	(KBO admission) variant	Factor loading	(social trust) variant
0/90	Awareness to KBO benefits	0/78	Behavior based on trust
0/83	Optimism to KBO	0/81	Willingness to Collaborate
0/81	Believe in KBO profitability	0/85	straightforwardness
0/85	Participation in KBO activities	0/89	honesty
0/89	Consumption of KBO products	0/82	certainty
0/89		0/87	Kronbach alpha
0/90		0/87	ρc
0/811		0/78	AVE

To analyze Validity and Discriminant Validity based on Chin (1988) we should consider two factors; First, items of structures should obtain the highest value in factor loadings in other word having less temporary loads on other structures. Giffen and Streib (2005) suggest factor loading must carry on at least 0/1 as the same as other structure. Second, AVE square of structure must be more collaborative than other structures. This indicates more collaboration on index in comparison to other structures. In chart no 2: temporary load of each items on structures are reported.

4. Finding

In chart no 4, the results of correlation and second validity factor- mean square variance extracted- are reported

Table4. correlation matrix and mean square variance extracted

6	5	4	3	2	1	variant	
					0/87	1.	**Behavior based on trust**
				0/85	0/42**	2.	**Willingness to Collaborate**
			0/85	0/40**	0/38**	3.	**Straightforwardness**
		0/85	0/48**	0/43**	0/50**	4.	**honesty**
	0/85	0/47**	0/66**	0/41**	0/52**	5.	**certainty**
0/87	0/31**	0/53**	0/49**	0/39**	0/45**	6.	**KBO Admission**
3/54	3/12	4/02	3/87	3/21	3/42	**Mean**	
1/02	0/94	1/25	0/87	1/01	0/84	**Standard deviation**	

According to chart 4, mean square variance extracted is more than the collaboration, therefore second factor of Discriminant Validity is regarded. In addition, the numbers under the main diagonal of collaboration matrix consists the relations between variants. As demonstrated, integrating coefficient between variants is positive and significant. It is considerable to see significant and notable relation between social trust and KBO acceptance. In order to predict KBO admission, suggested conceptual model consist of method finding-patterns SE (structural equation) were utilized. besides bootstrap method (500 subsample) were applied to calculate T statistic describing path variants meaningfulness.

In picture no 2 examined model describe the positive or even negative effect of social trust on KBO admission. Circled numbers are described variance for study variants
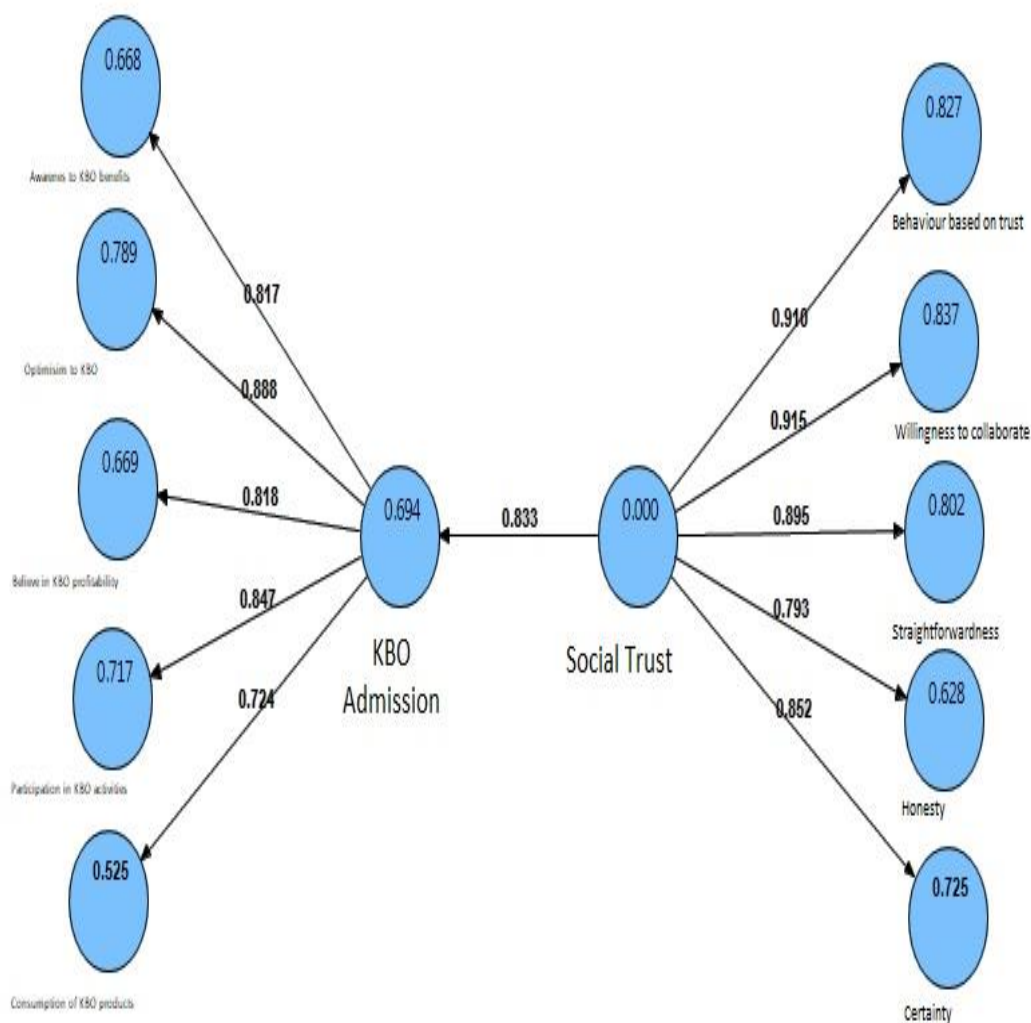

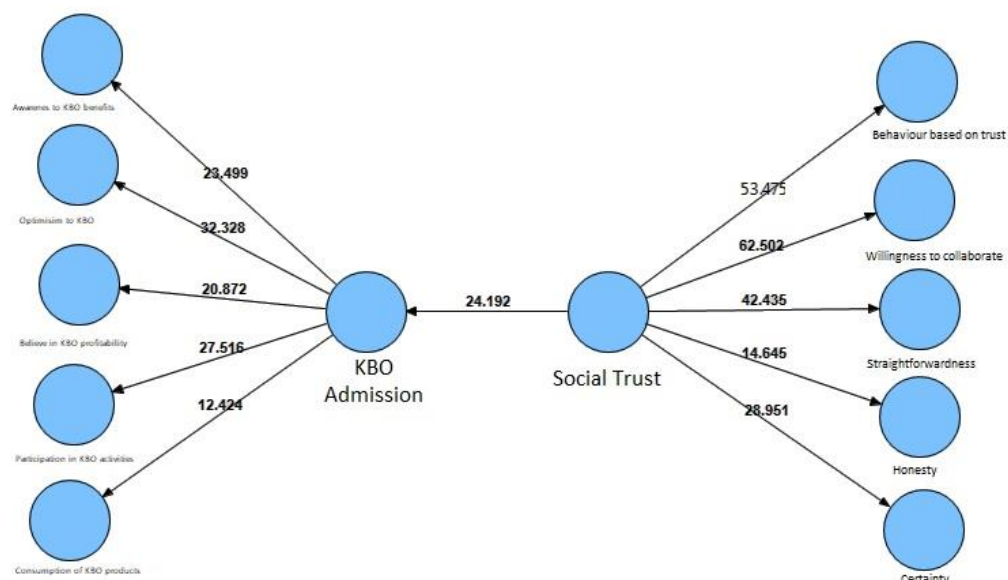**Figure2**. Examined pattern in standard mode

Figure3. Examined pattern in significant T Mode in chart no 4, calculation of path variants and described variance.

The numbers in the curve are T coefficients.

Table5. path coefficients and described variance

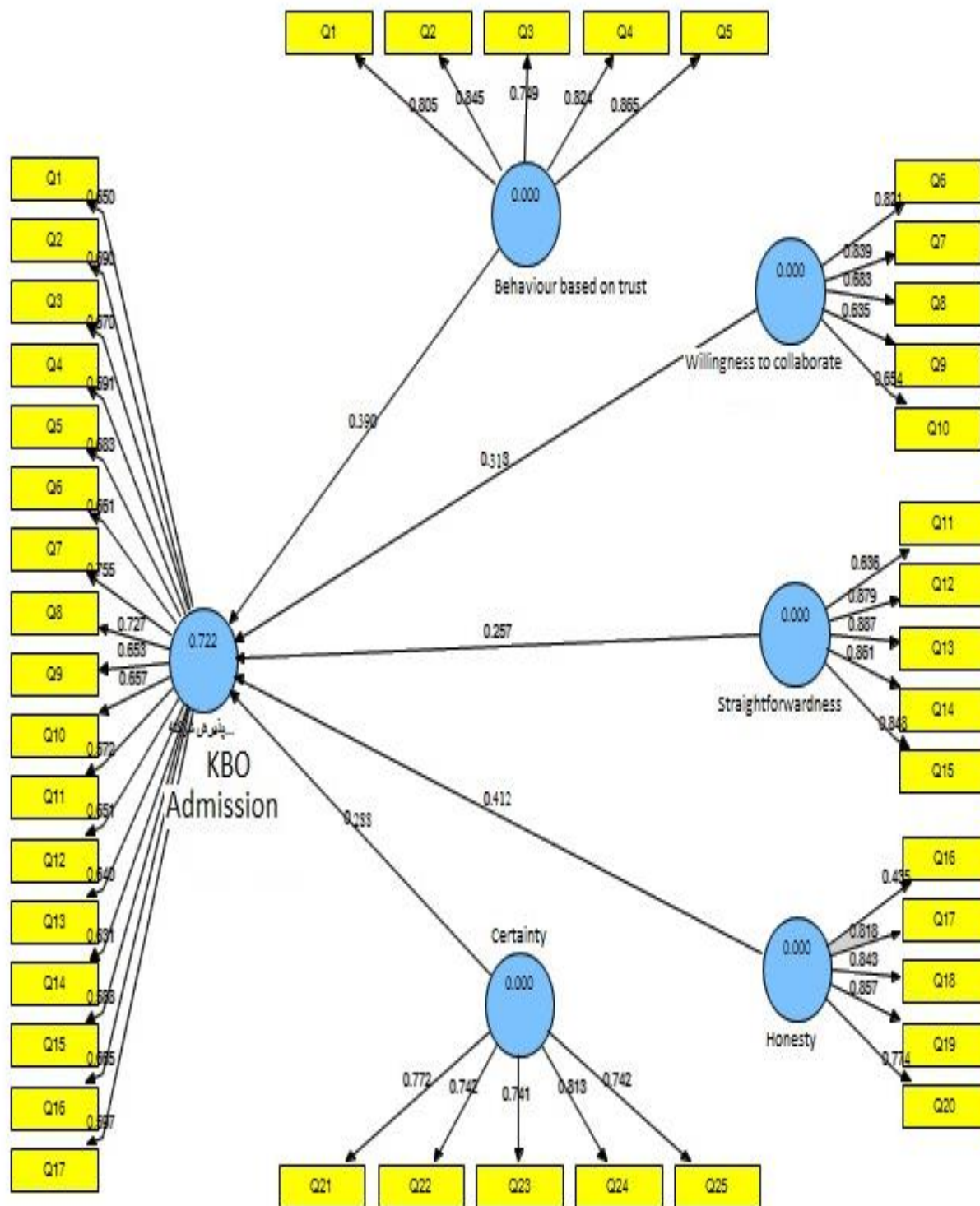| Described variance	Direct coefficients	variants
0/69	0/83** (12/41)	KBO Admission in relation to social trust

*p<0.05, **p<0.01

Figure4. examined study pattern in standard mode

As you can see in chart no4 the influence of social trust on KBO admission is positive and significant. (by the reason of path coefficient in 0/01 level which is positive and meaningful). According to chart above 69% variance KBO admission are regarded by study model (sample)
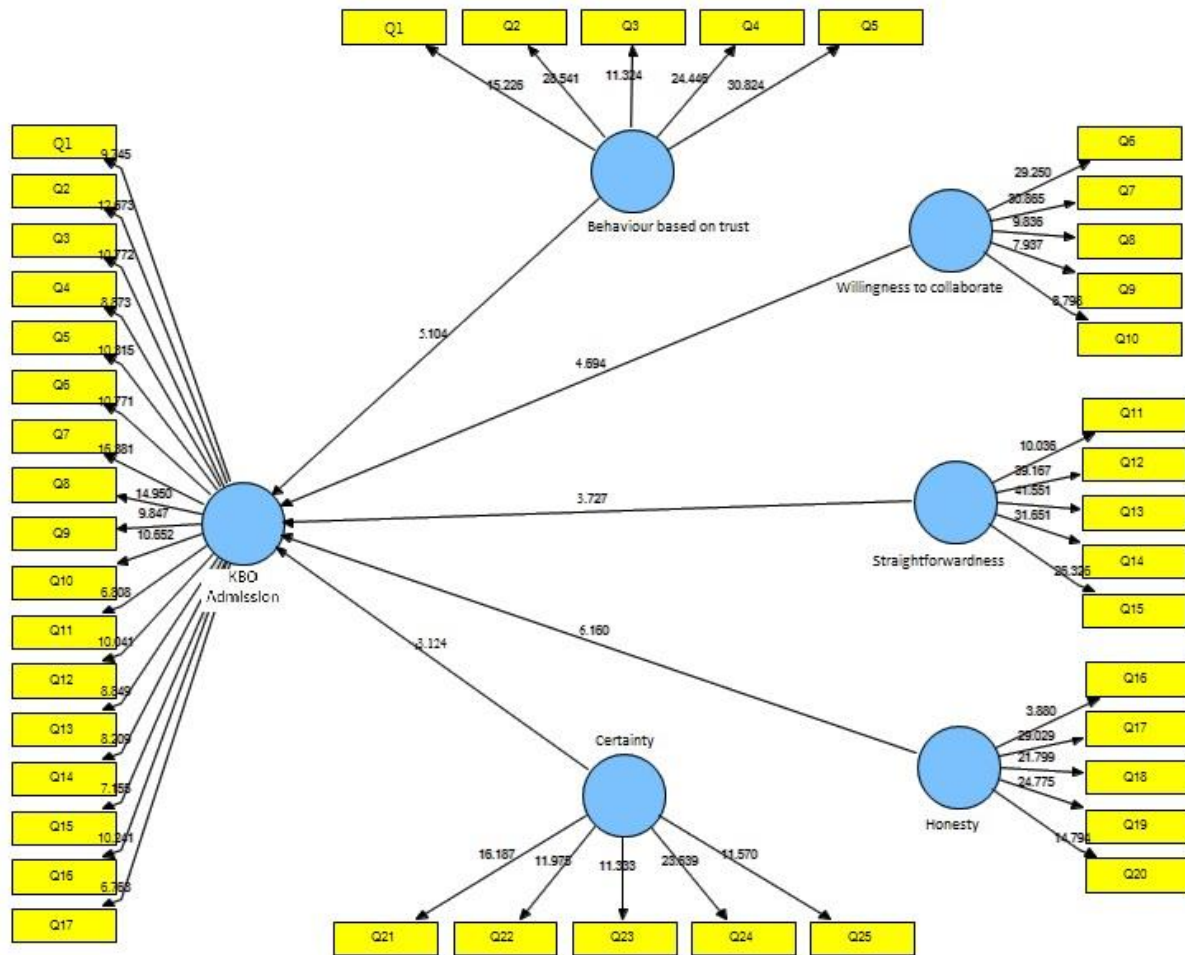
Figure5. T statistic describing path variants meaningfulness

According to Chart no 5 the estimation of path coefficient and described variance have been mentioned. Numbers within brackets are T coefficient.

Table6. path coefficients and described variance

Described variance	Direct coefficients	variants
0/72	0/39** (5/10) 0/31** (4/69) 0/25** (3/72) 0/41** (6/16) 0/28** (3/12)	KBO Admission Based on: Behavior based on trust Willingness to collaborate straightforwardness honesty certainty

*p<0.05, **p<0.01

As it has been seen in chart 4, the influence of social trust on KBO admission is significant and positive Based on chart above ,72% variance KBO admission is described by study model. There are methods to validate model in PLS. These methods-which also called cross validation- These methods comprise CV-

communality and CV-Redundancy. CV-communality measures the quality of each cell. CV-redundancy which is called Q^2 aston-gaser as well, indicates measuring model and determine the quality of structural model for each endogenous cell. Chart no 7 indicates positive rates for both CV-Redundancy and CV-Communality which leads to the conclusion how admissible and tolerable quality of measuring model is.

Table7. CV-communality and CV-redundancy

CV- Communality	Q^2 ‘CV-Redundancy’	Study variants
0/784	-	Behavior based on trust
0/765	-	Willingness to collaborate
0/814	-	Straightforwardness
0/721	-	Honesty
0/811	-	Certainty
0/750	0/32	KBO Admission

According to chart 7, general fitting index in PLS-called GOF (goodness of fit)- is utilized to validate PLS generally. This index predicts model whether the examined model was successful or not in endogenous covert variants. Based on this research, attained sum indicates appropriate fitting in exam for examined absolute fitting index GOF

5. Discussion

According to gathered information, Trust as the most significant social capital, have undeniable role in making communications which improves the quality of decision makings properly. The research was to comprehend the influence of social trust on KBO admission sociologically by taking advantage of structural equations. The findings indicate that our suggested pattern has tolerable fitting also it could describe 72% variance KBO admission. the results of structural equations indicate social trust have significant and meaningful role on Accepting KBOs. This finding is corresponded to Stefnian and colleagues (2017), Hamilton and colleagues (2016), Malhotra (2017), Sandersko and dinsen (2016), reis and borzel (2015), Walker and colleagues (2014).

ding and colleagues (2016), Van os and colleagues (2014), Eliv dar a colleague (2014). To highlight the finding, we could say social trust have positive and meaningful influence on KBO admission. Trust extends and develops participation in different aspects such as economic, politics, social and cultural aspects. Besides it improves the tendency of individuals to collaborate in various groups in society. Trust is one of the significant aspects of social communications and predisposing factor of collaboration and social participation. Trust is the basis of numerous interactions and daily actions in civil society Therefore, trust is in a matrix form connection in relation to countless subjects such as cooperation, collective actions, participation in groups and organizations, productivity, function and performance, law obedience and law abiding and etc.

This connection is bilateral or multilateral in effecting or being effected form.

In institutional trust_ also called trust in government or official trust_ trustee is not individual. Trust is in non-personal structures Certainly these structure is made by humans in micro structures, but these humans are defined and described by their structures involved. Aston called this sort of trust as civic trust or institutional trust. Institutional trust is related to government officials and civic trust is in relation to specialized systems. While social trust take place, the sense of trust forms and as result safety arise and people pay more attention to ethical considerations hence the factors such as anxiety, stress, fear and wordiness as an obstacle in social trust disappear. In following case above, many changes occur and acceptance in society arise. The highlighted sense of safety is a constitutive element in KBO admission Also as it has been indicated

before, social trust) behavior based on trust, willingness to collaborate, straightforwardness, honesty and certainty (have meaningful impact on KBO admission.

This finding is corresponded to Stefnian and colleagues (2017), Hamilton and colleagues (2016), Malhotra (2017), Sandersko and dinsen (2016), reis and borzel (2015), Walker and colleagues (2014). Although the KBO's are honorable for their services but they owe their liability to individuals who comprehend and acquire their services. In addition, some institutes are much understandable and easily appreciated and supported by society. The quality and meaningfulness of organizations determine the loyalty of controlled people taking KBO services. At this point the quality of organizations matter. if institutes are designed properly, it would predispose the trust in individuals whom had no contact or mutual bonding. Efe (2010) believes institutes develop trust by considering two functions: First, creating trust according to what people act. Second, minimizing the dangers which threaten trusted person. Thus, facilitating trust forming and minimizing wordiness, cause the reason to trust to even strangers.

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