

# **OCB and its influential factors in the Third Millennium**

## **Babak Mahinpou**

### **Abstract**

Human society is entering the third millennium. The millennium has brought new concepts and new ideas for human society. Organizations in the international competition and to satisfy the needs of customers are trying to employ conscientious staff. Because it is believed that this behavior is reflected in the performance evaluation. In 1983 ,for the first time Bateman and Organ have used the term organizational citizenship behavior or OCB. They stated that organizational behavior is useful behavior that is not stated in the job description

The concept of organizational citizenship behavior has created great change in the field of organizational behavior. It certainly makes sense that organizations are innovative, flexible, efficient, and responsible for the survival and success. In fact, it can be called (Lubricating the machinery of social movement organizations) .

Employees who work to help others beyond their job duties, in fact they help improve the working environment. This paper discusses in detail the OCB concepts, definitions, dimensions, and its influencing factors described in the third millennium.

# **The relationship of consumer behavior in marketing mix**

**Amir Najafzadeh**

## **Abstract**

The main purpose behind the sale of a marketer is usually the ultimate goal of creating a lasting commitment between a particular brand or a particular customer group is, The process includes the steps of introducing, familiarity, preference, and the success of the product, creating loyalty.

Prerequisite to successful marketing management process, knowledge and understanding of consumer behavior and marketing mix design is based on the recognition. Organizational strategies and marketing strategies of the organization must be based on an understanding consumer behavior improved.

Marketing managers are interested in purchases and increase sales and market share of the consumer's perspective, the purchase of which is the satisfaction and word of mouth advertising.

This paper focuses on the aspects of consumer behavior that is directed to purchase and The role of the marketing mix is also noted in this process.

## **Keywords:**

**Marketing - Consumer Behavior - marketing mix - marketing strategy**

# **QURAN**

**(Persian name is prophet sacred book of the Islamic religion, miracle of prophet Muhammad and one of the seghalains )**

**Soudabeh Javanmardi**

**The real meaning of this word is reading and it means 'preparing' in spoken. It has been mentioned in ALAGH.**

**In brief of muslim that Islamic sacred writing has revealed by God to the prophet Muhammad by GEBRIEL in period of 23 years.**

**All of inspirations have been gathered as a book and have been called QURAN.**

**Quran has been contained 30 parts, 114 chapter, 6236 (KUFAS numbers), 6214 (MADINAS numbers) and 6204 (BASRAHS) verses in.**

**Keyword: QURAN**

**Eraj Mirza**

**Shahin Ardani**

## **Abstract**

Iran is an old country with a long history of 6000 years of civilization and culture, and 2,500 years of recorded history . It has an rich literature in both written and oral form , which the children of this territory has not remained deprived from this heritage. Given that the evolution of literature in each country is influenced by culture, community, political and economic situation of its society, children's literature also is not exempted from this issue and it can be divided into four periods , which at any period with descending or ascending trend has been associated with different themes, styles and a variety of literatures such as translated works - old and classical works .Also In each period By holding seminars and exhibitions in the field of poetry, image has been associated with Literary criticisms, and a variety of magazines and newspapers in the form of children and adolescents. Finally, with the advent of new technologies in the life of Children and Adolescents and their influence on written literature and the status of children's literature in the current situation ,i.e. entering the fourth stage ,the creation of an independent literary can be seen .

Keywords :

literature , children , adolescents

# **The Influence Of The East (Japan) On Europe Modern Art In 19<sup>th</sup> Century**

**Mahrouzh Mahmoudi**

## **Summary:**

As we've known so far, the formation of modern art relied on many different factors. some other elements also were involved in this process, such as primitive art, Japanese art etc. which even lead to the creation of a group called "Orientalists" Now the question is "could we see the forms, shapes ,subjects, contents or ideas found in oriental works , in 20<sup>th</sup> century western paintings as well? " meanwhile , since the wide geographical spread of the East and the impossibility of studying on all parts of it including far East , near East and Middle East , and also in order to increase the quality of the contents in this essay , the East will be studied focusing on japan. The aim of this essay is getting a bit more familiar with those 19<sup>th</sup> century European artists who had been influenced directly and indirectly by oriental art especially Japanese art , which significantly could be see in their works. The essay also tries to collect and introduce the most fundamental and important effects of the oriental art and tradition with an ancient historical background , which substantially have influenced many artists and European paintings in 19<sup>th</sup> century.

## **Keywords:**

Japan Art, Modern Art, Europ

# **The Formation of Ottoman Miniature And influence of Persian Miniature on it**

**Mohammad Mohammadi<sup>1</sup>**

## **Abstract**

Although Ottoman Sultans had become an important power in the world by conquering Byzantine realms in 16-17<sup>th</sup> centuries and could benefit artists of this vast land, architecture and calligraphy were their most important and .... Arts and Ottoman court's studios had lacked innovation in Miniature. Because of this their studios always depended on artists of this realm or other lands. Persian artists had been to Ottoman, because of many reasons like retreatment Safavid king of Arts or domestic challenges and king's weakness, and introduced Persian's experiments and potentials to them. Indeed souvenirs of Persian Art had influenced in formation of Ottoman Miniature, in half of tenth ah century with increasing pressure of Rüstem Pasha, chancellor of Sultan Suleiman I, who thought independence of other lands, achieved a domestic style. In this survey we observe influences of Persian Miniature on Ottoman Miniature in 16-17th centuries.

## **Keywords:**

Ottoman Miniature, Persian Painting, Istanbul School, Tabriz School, Qazvin School

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# Evaluate the capabilities of information and communication technology for social development - Cultural Village(Case Study Azarbaidjan)

Samadian

## Abstract:

**Introduction:** Socio- cultural development is cared by social scientists almost in 1980s and after a failure in economic and industrial development theories. Researches showed despite popular idea of those days satisfaction of life and welfare doesn't essentially happen as a result of economic and industrial development and societies can increase their social welfare without improving economic development or even in a condition that economy is getting poorer. at the other hand social welfare can decrease while economy is improving.

**Methods:** A LOT OF factors effect socio – cultural development. one of the most important of them is information and communication technology . information and communication technologies hn culuding computer,internet,radio,tv,video, phone,mobile,and dish have a lot of potentialities for effecting socio – cultural development and its important indexes.

**Conclusion:** the result of statistic analyzing with spss soft ware using pearsons correlation coefficient , kendalls correlation coefficient, goodmans correlation coefficient kruskal wallis test and man whitney test showed that information and communication technologies increase level of public information, modernism, and non –ethical using (of these technologies)and decreases fatalism and trust. At the other hand information and communication technologies have no effect on social exclusion , participation , globalization and enterprise.

## Key word:

ict , socio – cultural, social exclusion , modernism ,fatalism

# Sufi Allah Yar and his thoughts on Mradalarfyn

Mahdi ghasemniya<sup>1</sup>

## Abstract:

This study reports the effect of Mradalarfyn Sufi Book of Allah Yar. This book is based on the foundations of law and doctrine, in other words, the foundation strives to integrate the doctrine would give strength to the law. At the same time the intellectual author of the law and its principles can be overcome. Ideas of Sufism and Sharia and theological ideas are also included in the book can be seen as an excuse Alarfyn: occurrence and step attributes of God, al tawhid, God's judgment was read in bed, the various manifestations of the forms of intuition and certainly, forms of penance, in the sense of devotion ... book illustrates many of the stories and sayings of mystics and mystical terms, and to say it has benefited from the familiar.

## Keywords :

Svqy Allah Yar, Murad Alarfyn. doctrine, Sharia.

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# **Spiritual renaissance in the curriculum, and to examine the role of spiritual curriculum in education system**

**Nader, G. Ghourchian<sup>1</sup>**

**Behzad Shoghi<sup>2</sup>**

**Shahrbanoo Rabie<sup>3</sup>**

## **Abstract:**

The meaning of spiritual curriculum as fostering of human spiritual aspects through education process is not only include of thematic context but is based on symbolic, priodic, and global. This kind of curriculum is willing to achieve the higher levels of awareness, signify to life and relation percption with transcendental existance and affecting on life. The method of this research is Interpretation or in other words the theoretical analysis and it´s aim is study of general concept about spiritual curriculum. In this paper after presenting explenation about spiritual curriculum goals, principeles, Constituent elements, content, eatures and valuation study the relationship between spiritual curriculum and other subject in this cotext such as revolution trend of curriculum, types and levels of curriculum, thory, metatheory, orientation, metaorientation, spatial planning, mixed approach of disciplines, global curriculum, and reform of curriculum.

## **Key words:**

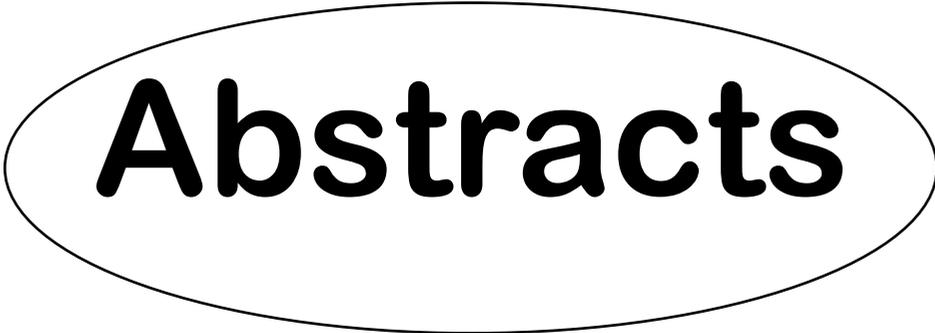
**spiritual curriculum, sprituality, ethic, religion, art, creativi**

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