

Research Paper

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Analyzing the Quantum Leadership's Dimensions, Components and indexes of the Broadcasting Organization in the field of Social Network with Delphi Fuzzi Method

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Abstract

The purpose of this research is to analyze the dimensions, components and indicators of quantum leadership of the broadcasting organization in the field of social networks. The research method is qualitative and applicable. Two methods of documentary study and fuzzy Delphi have been used to collect information. The statistical population of the research includes 15 media experts, political science professors, media management professors, and management, who were selected by targeted and available sampling method, and their opinions were extracted using the fuzzy Delphi method. The components and indicators of quantum leadership include three managerial and organizational dimensions, quantum skills and quantum leadership, which managerial and organizational dimension has two components (quantum management, quantum organization); the quantum skills dimension includes seven components (quantum look, quantum thinking, quantum feeling, quantum recognition, quantum action, quantum trust, quantum presence); and quantum leadership has four components (media leadership, social media leadership, transformational leadership in the media, participatory leadership in the media). Three dimensions and thirteen components were identified and confirmed for the quantum leadership of the Broadcasting Organization in the field of social networks. The quantum organization component in the second stage of the survey with an average of (0.750) and in the third stage with an average of (0.778); the component of quantum existence in the first stage of the survey with an average of (0.879) and in the second stage with an average of (0.825) and in the third stage with an average of (0.852); the social media leadership component in the second stage with an average of (0.821) and in the third stage with an average of (0.842) had the highest opinions of the experts; which shows the full saturation of experts' opinions and overlapping.

Keywords:

quantum leadership of broadcasting organization, managerial and organizational quantum skills

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Extended Abstract

Introduction

Media are communication channels through which messages are sent to the audience. But whether these channels interfere in the content of the message or whether it is just a neutral tool in the transmission of the message is one of the important topics in media philosophy and of course in its management (Ghaed Amini Harouni et al, 2018). A combination of mass media and interpersonal communication is the most effective way to reach people with new ideas and convince them. Today, this platform is provided by virtual social networks, and the users of these networks, by expanding their communication, exchange information and share content collectively or individually. Some thinkers believe that these human communities are a kind of appearance of Habermas' concept of public sphere in virtual space (Oudlajani & Naqib al-Sadat, 2021).

Designing the principles of new sciences requires knowledge of leadership techniques in a modern organization, so that these technologies and principles provide a new metaphor for the life of the organization and leadership work. Meanwhile, the traditional organizational development models have given way to new intervention models and methods in the era of uncertainty, complexity, globalization and rapid change. The beginning of the 21st century can be called the quantum era in terms of technology. The key to organizational excellence is excellent leadership. The seven quantum skills can enable 21st century leaders to create a new level of organizational excellence to harness the world's most powerful energy; the energy of the mind. If leaders and their organizations want to progress in the new era, a new intellectual and skill leap must emerge in managers with this leadership style (Razavi & Azimi Sanavi, 2012). Quantum leadership is a style of leadership that seeks to increase trust, security, dynamic communication and learning and reduce vertical communication and increase horizontal communication in the organization. The framework and structure of the quantum organization includes mutual and fluid communication between the leader and the followers, which can be defined through an organization combined with trust, value, spirituality, learning, dialogue and thinking together (Rozbeh et al, 2021).

Therefore, the researcher intends to answer this basic question in this research: what are the dimensions, components and indicators of quantum leadership of the broadcasting organization in the field of social networks?

Theoretical Foundations

The success of today's organizations depends on the correct and efficient leadership, which relies on the influence, guidance, direction and streamlining of the organization's activities, and the belief of the employees (Erfanmanesh, 2018). On the one hand, it is a new theory in the field of leadership; which tries to create the desired future by determining the objectives, choosing the best solutions and using the best tools correctly so that a situation fits the internal conditions of the organization and the requirements of the strategic environment (Kamali Ardekani et al, 2020). The purpose of quantum leadership is to increase the effectiveness and power of managers and employees of the organization. Forming self-governing groups and providing extensive feedback to managers and employees, which prevents costly mistakes for the organization, are strategies used in quantum leadership (Ghaed Amini Harouni et al, 2018).

Geok & Bilal Ali (2021) presented a quantum leadership style framework in their research to promote lifelong learning among employees through management science. Hence, Quantum leaders perceived the consequences of organizational learning in the workplace during challenging times. Lifelong learning was promoted to improve profitability, stability and organizational growth with a conducive learning environment. The resurgence of quantum leadership contributes to new developments in management science in industry and higher

education. The need for future studies on purposeful learning through quantum leadership to support knowledge creation and consistent paradigms was evident.

Nazakhti Rezapour et al, (2021) showed that according to experts, the opportunities of Instagram TV for broadcasting organization, including two categories of practical opportunities (use of user-generated content, talent search, interaction with the audience and surveys) and ultimate opportunities (helping good governance, Creating a balance between the official and traditional culture, making Iran's media sphere more diverse and to improving the quality of radio and television productions). The threats of Instagram TV for broadcasting organization are also aimed at weakening the exclusive position of it, reducing the audience and reducing the income from advertisement.

Research Methodology

This research is applicable in terms of purpose. Also, based on the research plan and in terms of the method of data collection, the present research is a descriptive analytical research, and from the documentary study and Delphi method was used to collect information for finding the quantum leadership dimensions and components of the Broadcasting Organization in the field of social networks with a future research approach for the Broadcasting Organization. The statistical population of the research includes 15 experts in the field of media, professors of political science, professors of media management, and professors of management, and the sampling method is targeted and accessible.

Research findings

Data analysis was done using Delphi-Fari method in three rounds. The results showed that the components and indicators of quantum leadership include three management and organizational dimensions, quantum skills, and quantum leadership,); which management and organization dimension has two components (quantum management, quantum organization); quantum skills dimension includes seven components (quantum view, quantum thinking, quantum feeling, quantum knowledge, quantum action, quantum trust, quantum existence); and quantum leadership has four components (media leadership, social media leadership, transformational leadership in the media, participatory leadership in the media). Three dimensions and thirteen components were identified and confirmed for the quantum leadership of the Broadcasting Organization in the field of social networks. The quantum organization component in the second stage of the survey with an average of (0.750) and the in the third stage with an average of (0.778); the component of quantum existence in the first stage with an average of (0.879) and in the second stage with an average of (0.825) and the in the third stage with an average of (0.852); the social media leadership component in the second stage with an average of (0.821) and in the third stage with an average of (0.842) had the highest opinions of the experts; which shows the full saturation of experts' opinions and overlapping.

Conclusion

The current research was conducted with the aim of analyzing the dimensions, components and indicators of quantum leadership of the broadcasting organization in the field of social networks. The results of this research are consistent with the findings of researchers such as Ahmadian et al, (2021), Geok & Bilal Ali (2021), Rozbeh et al, (2021), Oudlajani & Naqib al-Sadat (2021). Ahmadian et al, (2021) showed in their research that there is a positive and significant correlation between quantum leadership and human resource retention in West Azerbaijan University of Medical Sciences University (path coefficient 0.18). The correlation between quantum leadership and organizational trust is positive and significant (path coefficient 0.85). The correlation between organizational trust and human resource retention is positive and significant (path coefficient

0.81), and finally, there is a positive and significant correlation between quantum leadership and human resource retention with the mediation of organizational trust (path coefficient 0.69). As a result, it can be said that organizational trust can increase the correlation between quantum leadership and human resource retention as a mediator. It is suggested that the principles of quantum leadership be taught to university managers and supervisors at all levels of management, in order to increase organizational trust and consequently provide human resource retention. According to the results of the research, it is suggested that in the policies of the Broadcasting Organization, special attention should be paid to the correct recognition and understanding of the stages of quantum thinking, quantum feeling, quantum existence, media leadership and social media leadership, in order to identify the weakness and strength of the organization, individual and ethnic differences, the needs and demands of the audience; and in the field of creating trust among the audience through quantum leadership, it is possible to develop infrastructure, reduce costs, improve the performance of provincial media and took social action.