

Activity of the Banks to Adopt Appropriate Measures to Realize the Slogan of “Government and People, Empathy and Sympathy” in 2015

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Abstract: Considering the economic position of the enemies of Islamic Republic of Iran against the nation, the authorities of the country in all the economic sections including the banks should be inspired by the sympathy and empathy with an intimate relationship with nation in the year called the year of “government and people, empathy and sympathy” along with the faith, scarification, martyrdom, public participation and government support to move in the economic filed so that they could achieve empathy and sympathy not only for achieving the economic development but for the economic growth. As stated by the Supreme Leader of Islamic Republic of Iran, one of the most important conditions for achieving the great potential of Iranian nation is the intimate cooperation among nation and the government. If this intimate corporation is formed based on a mutual desire, for sure what is achievable as our desire and its effects would be observable by the nation. Government is the service provider of the country and nation is the employer of the government. As the nation and government become more intimate and have more cooperation, things would be processed better. Both nation and government should fully accept each other and government should approve the importance and abilities of the nation correctly. Further, nation should completely trust the government which is its employees so the Supreme Leader has called this year the ““government and people, empathy and sympathy”. This corporation is a very proper opportunity for the cooperators of the public area which play a role and is a pioneer in development and deepening the sympathy and empathy between the nation and the government.

Keywords: Measure, Empathy, Sympathy.

Introduction

Regarding 30-year sanctions against Islamic Republic of Iran, now it is time for more cooperation and empathy between nation and people considering the guidance of the Supreme Leader in order to develop the tasks and reach the basic goals which is to give services to people. In this regard, as stated by the Supreme Leader, one of the most important conditions for achieving the great potential of Iranian nation is the intimate cooperation among nation and the government. If this intimate corporation is formed based on a mutual desire, for sure what is achievable as our desire and its effects would be observable by the nation. Government is the service provider of the country and nation is the employer of the government. As the nation and government become more intimate and have more cooperation, things would be processed better. Both nation and government should fully accept each other and government should approve the importance and abilities of the nation correctly. Further, nation should completely trust the government which is its employees so the Supreme Leader has called this year the ““government and people, empathy and sympathy”. This corporation is a very proper opportunity for the cooperators of the public area which play a role and is a pioneer in development and deepening the sympathy and empathy between the nation and the government. It seems that sympathy and empathy and even consultation and coordination all are the required condition for invoking the wills. The case in which human being passes the beliefs and feelings and enters the area of will and action, seemingly needs

requirements more than believing and proper feeling and even tendency. If the year 2015 is going to be the year of sympathy and empathy between nation and government, it should be already known that this sympathy and empathy is the only condition for good events expected by nation. The scholars and thinkers should focus on how the sympathy and empathy should emerge in the area of will and behaviors. We need theoretical effort on the obstacles for turning ideas on behavior and if we do not consider these obstacles, even in case of reaching sympathy and empathy both of which are related to the area of belief, no desired change in the area of will and behavior is obtained and as stated by the Supreme Leader, no "tangible result" would be observed (Afrough, 2008).

Empathy as a Strategy

Remember that empathy is sometimes approach and sometimes a method. Sometimes, we simply want to end "the existed conflict" by promoting empathy, however, sometimes we aim and want to go beyond this and want to look for the "root of the outbreak of hostilities". Now that the wise supreme leader of the revolution has called the year 2015 in the name of empathy, it is perhaps a pity that it was merely considered as a method. It seems that there is an ongoing opportunity to "empathy" be considered as a "national strategy" and instead of our expectations of each other, our expectation of "empathy" should be raised and let the panacea, now that can play the role of "preventing the death of Sohrab". Essentially stand against the murderers of Sohrab. The strategic consideration of empathy can change the "dense gaps" that had no effect but deepening the clutter and adding to the stress level to the "cross gaps" which do not let the community to be polarized and the surface energy is noticeably reduce tensions(Bhagavatula,2010).

What is strategy?

Strategy or overall strategy is the spirit dominating the multiple decisions. In other words, the strategy is the most general way to reach the goal and strategic management decisions multitasking can be organized to achieve the goal, in a changing environment. In fact, strategic management, evolution of management practices for the overall coordination of policy decisions, and procedures are organized to achieve the goal in a changing environment. In other words, strategic management includes the practices to achieve targets, in the current changing and unstable environment.

Experts in management consider the strategic approach essential in many ways for the complex organizations of the variable environments, including:

- Coordination of decisions and activities of the various organizations and administrative purposes;
- A comprehensive look at all the primary and secondary sectors;
- Considering the environmental, social, political and cultural conditions and competitors and considering the macro and micro decisions;
- A long-term vision and forecasting the future developments in long-term program.

So taking a strategic approach and having a clear strategy helps the managers to coordinate the various activities in order to fulfill objectively and prevents the organization from gradual and creeping corruption and waste on the features and capabilities(De Massis,2013).

Management and social strategies

Iran's Islamic Revolution was not only the political and transforming power, but introduced the new ideas and thinking in the material and modern world and claimed that human well-being should be constructed based on the new military base in addition to the protection of human dignity and their freedom from tyranny and unpopular regimes to their dominance to the peak of perfection, mental, moral values and the close proximity of God. This new system of thought was different from the existing systems and suggests a new system for all aspects of human life and had a well program and manner in which the commands and teachings are the foundation for inspiration and working. In this system the one hand, goals, ideals, values and orientations of religion and state structures, relationships, rules and regulations that all must be based on Islamic teachings, and on the other hand, time and place and features social cultural and international status and other criteria should be considered in designing the ideal system. Even in parts of the country's political system still lacks a comprehensive model that all the objectives and orientations, structures, rules and practices in all sectors, determine the growth and progress of the country towards its sacred ideals to explain and guarantee. Therefore, it is necessary to plan the following:

1. Comprehensive layout and explanation of Islamic-Iranian model of progress
2. Increasing the direct participation of the people in order to reduce the relationship between power and wealth
3. Supporting the expansion of economic activity in deprived areas

4. Reviewing and reforming the administration and management of the country
5. The fight against corruption in economic organizations

1) Comprehensive layout and explanation of Islamic-Iranian model of progress: Islamic - Iranian has had the features of the inspiration teachings and also due to the geographical and cultural factors which should be considered. These can be noted as follows:

- Creating the areas for development, proximity and human excellence and reference to Almighty God as the source of all good and noble values(Puhakka,2010).

- The natural and essential difference in function: one of the great thing about the Iranian-Islamic culture is that the differences between this model with other common models is not formal but the Islamic state is essentially an independent system that was different from the foundations with existing systems and thus influence the effectiveness of the systems and patterns and with access to it can be expected to act on it for the creation of super-speed patterns. For this reason, one can in the shortest time put the country ahead of an advanced system, while following the existing pattern, albeit with some formal reform means following the same principles, which naturally, despite the best efforts, the Islamic Society will remain behind of the modern society.

- Noting the combination of material and spiritual aspects and needs instead of one-sided and one-dimensional attention to human being and the neglect of other aspects;

- Observing the dignity and authentic human values and respect for his true character and social status;

- Justice in all areas of political, economic and cultural rights as one of the most important goals and aspirations of the prophets.

- Public participation in all processes and consolidate some specific social issues and avoid the fate of people based on the fate of those which is usually created because of wealth or power, thereby negating the political and economic centralization in all and cultural fields and instead developing the coherence and coordination;

- Removal of any cruel and corrupt, cultural, economic and political relations (corruption and prostitution, usury, discrimination, etc.) from the general atmosphere of the structures of society;

- Training and excellence of the insights, knowledge and positive moral and spiritual individualities (such as patience, sacrifice, charity, generosity, etc.) in humans and rejection of modern and traditional prejudices and negative degrees of moral insight and selfishness, greed and condemn, and flattery.

- Personal and social independence and self-reliance and creating a strong and deep-rooted self-reliant society and independent of political and economic issues as well as the culture of the highest strength and minimal impact. Despite research centers and some conferences with the same title that were held in Tehran and Qom, the government needs a more comprehensive program in partnership with regional centers, universities and other related offices where in addition to the use of existing potential manages the extensive, coherent, diligent and fruitful process(Shepherd,2005).

- In this context it is necessary to free institutions, depending on the type of work and cooperation in this field, as well as support the research institutions and scientific development of various forms.

2) Increasing the public corporation in order to reduce the power-wealth relationship: One of the social structural and damage of the society not only in Iran, but also in the Middle East is the historical and complicated structure in the governance of society and governance. The structure which is actually neither legally nor practically does not follow the socio-political philosophy of collectivism and because of the de facto and unlimited government and the dictator authority's interference in the political, economic and social affairs, civil society groups as the intermediaries and voluntary institutions is not formed among people and supremacy of these communities is mainly natural. In the Middle East against feudalism and capitalism where social groups and social classes make the decisions, the power group with its access to other scarce resources of wealth and prestige moves a head of the social classes and groups (Afrough, 2008).

The authoritarian and autocratic construction and authoritarian patterns have traditionally dominated Iran and before the Islamic Revolution has experienced the reign of Pahlavi, so that perhaps the Islamic Revolution as the non-authoritarian constitution of the country has not been able to transform it. The political dimension of this construction after the Islamic Revolution was highly stylized, but still retains at least the context of centralization of decision-making and planning and administration. Naturally, the highlight of such a structure in the administrative, social and economic ratios has had inauspicious effects such as reduced or declining growth and development in the mentioned dimensions. Further, it was accompanied by the lack of potential and great public talent and gradually increased the gap between the people and the ruling system. The results and fruits of public participation is the growth and excellence of public, increase in the power of the management, increased performance and productivity, happiness and job satisfaction. The methods and strategies to broaden participation in the economy should be followed. In sum: support for the private sector and cooperatives, the revision of the country's fiscal and monetary policies, lower interest rates, increase production and reduce

consumer lending facilities, strengthening of advice, support and information science, public information and expertise, and increased investment in research(Ucbsaran,2008).

3) Supporting the development of economic activities in disadvantaged areas: One of the causes and context of unemployment and idling resources and capacity is the lack of activity in many areas of the country and the inequitable distribution of government investments across the country. This has caused many unemployed young people in the regions to resort to the central and crowded provinces or draw to the suspended and prohibited activities or types of crime.

Creating the areas suitable for economic activity across the country and in deprived areas can begin the development of a balanced and, secondly, effective in reducing these disorders. Government activities for this purpose are possible through the following:

- Informing and promoting investment by promoting the appropriate fields and lucrative economic activity (including agriculture, livestock, etc.) and industries (such as mining, industrial production, etc.). In fact, this is what the Supreme Leader has emphasized and said: direct participation of people in the economy is necessary; the required power is only possible by providing the required information. It has to be responsible to people and God willing, we hope this process will develop every day. The media have an important role(Yadollahi Farsi,2012).

- Support development such as building roads, dams and power.
- Financial support such as tax breaks, lending and other rates.

4) Revision and correcting the administration and management system of the country: Effective and important ways to strengthen the spirit of jihad and increased motivation to work, participation in the organization of administrative staff need the appropriate structure and management methods. Many experience and studies have confirmed the issue. Motivation and employee performance with the management system, including management and leadership practices depends on the organizational structure and atmosphere and often affects the performance of employees in the organization structure and management practices. The main discussion of the administrative system can be explored in both organizational structure and management practices.

A) Revising and correcting the organizational structures

B) Improvement and advance of the management practices

5) Fighting bureaucratic economic corruption: Administrative corruption is the illegal use of state administrative authority for personal gain and often bribery, embezzlement, obstruction and delay in the client applies. Corruption provides the condition for public distrust and disillusionment and discouragement of the honest staffs of the government and gradually provides the condition for the separation and destruction of people from the system and destroys it from inside. Moreover, economic and social corruption among the people often stems from administrative corruption. Thus, the struggle for the realization of economic, dealing and fighting corruption is essential with this species. Imam Ali stated in this regard that: Oh Malik! Good and evil must never be the same to you. Of course, such a move makes the donors unwilling to do so and makes villains to malfeasance. Deal with them as they deserve.

C) Cultural strategies: Culture has its own requirements and features the most important of which include being social, culture, evolution and stability, and being deep-rooted and systemic. This requires delicacy and respect for cultural action demands in this regard. For this reason, careful analysis and scrutinizing showed that for developing culture about the economic jihad according to the general politics and requirements, following actions are needed:

1. Promotion and improvement of socio-economic ethics
2. Increased economic insight
3. Upgrading the economic skills and empowerment.

Promotion and improvement of socio-economic ethics

Ethics and moral obligations had the highest impact on behavior and economic activity and its orientation and it should be recalled in this context that basically, economic ethics and morality are formed on the basis of general economic and divine foundations that in the economic ethics is based on the material ideology such as self-interest, fame-seeking, power-seeking, pleasure and material and thus the multiplier, rivalry, greed and consumption are the main aims to get facilities while it is based on the native culture and the principle for divine revelation that is considered and tried in economic form of struggle, sacrifice and dedication in the field of economy for incentives such as salary, service to the poor and economic strengthening of all efforts. As a result, attitudes and moral attitudes in the economy can be seen in the following three parts:

1. The work ethic and effort in the production: at work, the spirit of sacrifice, dedication, risk-based trust is motivated by divine revelation.

2. Ethics of Distribution: being limited to the minimum benefit, the use of such products to enhance the power of the Islamic system, doing charity are essential in the field.

3. Ethical consumption: in consumption the spirit of contentment and confinement to a minimum and prevent waste is considered to do charity conservation for preventing violations of human and material resources.

In cultural activities in this area the most basic strategy should be the promotion of economic ethics in the three areas.

Increase in Economic Insight

Understanding of the work, capital and consumption, and turning it to serve God and spiritual promotion, understanding the relationship between economic phenomena on a global scale, with the regional and national economic balance and economic identity in the Muslim world and the Muslim community is what community members World Islamic necessary. Economic vision means the awareness to balance and proportionate between the economic behavior at the macro and micro development scales at the individual, family, social behavior of the businesses scale. Those who are already engaged in productive activities or export or for which planning must be sensitive not only to the economic supremacy of the Muslim community, the relationship between the management activities and effort is clearly recognized. In cultural activities, the necessary information in this regard should be transferred to Islamic society in order to increase economic insight to best practices(Elyasi,2011).

Upgrading skills and economic capabilities

Knowledge of the techniques and skills for success and developing economic activities, such as improving the efficiency of different quality (production factors such as capital and labor), quality management practices, efficient time management of energy-efficient practices, staples and things in addition to its unique moral and spiritual insight as well as good model are important for creating economic efficiency. The realization of the mentioned strategic directions, methods, and solutions should be applied to most of which can be seen as promoting the axles:

1. Research activities
2. Training Solutions
3. Information and awareness
4. Promotion

The role of banking system in order to fulfill the empathy and sympathy

With regard to the role of financing in achieving the economic goals and daunting task that a banking network has in this field, it is necessary to strengthen economic growth and contribute to priority sectors and to provide the working capital. All the executives and managers and decision makers of the banking network, by preserving and strengthening the spirit of jihad and a sense of responsibility and dedication should provide the optimal management of resources and costs and without reliance on central bank to exit the context of stagnation in economic activity and use any much of the production capacities in the country. Selecting the slogan of the "government and people, empathy and sympathy" in 2015 has made the tasks of the banking system authorities heavier and expects all associates banking system by adopting appropriate measures to achieve those efforts. Therefore, it is necessary following the policies and decisions taken by the bank / credit institution were installed and regularly report the results of the actions to the central bank:

1. Description of program management of the bank / credit institution in accordance with the role and missions and to fulfill the slogan of the year 2015
2. Selecting an active approach in the field of Information programs, actions and obtained results
3. Promoting customer-oriented clientele and expediting the handling of complaints
4. Strengthening interaction with economic actors and producers and efforts to build and strengthen empathy and understanding for the adjustment of the real needs of network resources and banking sectors.
5. Designing and implementing a feedback mechanism in order to maintain dynamism in the identification and removal of bottlenecks, rapid detection of new financial situation and needs and continuous optimization and cost management

Obviously, the Central Bank of the Islamic Republic of Iran within the framework of the principles and policies of the strength of the economy, in addition to continuing and strengthening their efforts to promote monetary discipline to contain inflation, and strengthen stability in the foreign exchange market and reduce the severity of turbulence and volatility in the market should try to improve the predictability and more transparency of the country's economy space for investors and economic actors and continuous monitoring of the health of the country's banking system and promote financial stability and in order to improve production services to reduce risks and vulnerabilities in the financial system, they should use all the efforts to assist the productive

activities of the country by adopting a more active approach in the field of information dissemination activities and measures to achieve the slogan of 2013 appropriately(Fuentes,2010).

Relationship between creativity and sympathy

Banks should take advantage of the virtues, arts, values and abilities of its people on the basis of lessons learned from experience and training to consider the change and continuous improvement as is main task and improve its performance. In this regard, it should be noted that all staff have the ability of creativity and innovation and these abilities should not be limited to the managers. Empathy is one of the things that enhance the use of creativity by people. Establishing an effective communication and empathy is possible within a defined framework and in an atmosphere of good communication. However, seven features can be enumerated for creative people in general:

Table 1. Seven features of creative people.

Intelligence	The ability of analysis, synthesis and evaluation, as well as the ability to store and retrieve information.
Evident intimacy	high degree of open-mindedness, self-confidence and the ability of individual guidance. Creative people enjoy the fight. They like each other. Face themselves with problems and opportunities and their personal efforts can be the determining factor. They consider no pleasure in life higher than it does to do an action that it has proved impossible to do. Professionals tend to act in their own affairs.
Ability of negation	In a creative tension, they have finding the ability and keeping a variety and most distinctive ideas early without reaching a solution. So, they are often gain valuable combination.
Curiosity	Continuous curiosity and the ability to observe. Creative people are usually good listener.
Intellectual independence	Considerable independence in the field of arbitration, the attempt to establish compliance with the group's thinking. Observing how the others do and what they do not. Individual thinking, original thought, without removing it from the book and doing it without making changes.
Moderation	The moderators are in the middle of a spectrum where on one side are the introverted ones and on the other side are the extroverted ones. These people are more introverted, but if need be with the people involved, active calls are established.
Fervor	A wide range of interests, which often include the interest in creativity

Considering creativity of the banks in the shadow of empathy is one of the most important elements of the financial system in any country is that country's banking system. The role of banks in the financial system as a supplier and facilitator of the turnover of funds in the economy and in realization of the fundamental principles of economic jihad and the appearance of the works and results of this massive movement in the country's economic system and share experience is undeniable and crucial for leading banking network in the country's macroeconomic policy. Thus, the most important advancement goals and practices of the banking system in order to provide a financial jihad infrastructure are as follows:

1. Promoting participatory Islamic banking in the economic system of the country
2. Expansion and diversification of new Islamic instruments and providing the operational mechanism
3. Regulation of the bad loans and breathing the new life in the body of the economic system
4. Development of electronic banking and its tools
5. Establishing a comprehensive credit assessment system in all banking branches
6. Improving the content and implications of policy and banking supervision package in order to avoid the spread of speculation and price inflation trends

Achieving the above objectives in various aspects requires creativity and innovation. So the research and development (R & D) section on the banks should be supported and the staff of the centers should be trusted so that the condition is created for the development of creative people and entrepreneurs and synergies necessary for the research and development centers is developed and motivation to work is doubled. In this regard, Bank Sepah as a Jihad movement is trying to develop a culture of creativity and innovation in the economy and achieve maximum success in the development cycle. Bank Sepah to achieve this goal should develop a culture of creativity and innovation and this issue should be institutionalized in the bank. To create new ideas, managers with the following features must be present and hired:

Features of a Creative Manager

- To be confident of his power
- Tend to accept risk.
- Identify opportunities.
- Look to do amazing things.
- The ability to accomplish their tasks

In this regard, the unit managers should be aware of all the members of system as the rings of a chain, while providing the support from the concepts of organizational learning, creativity, innovation, growth and prosperity of the banking system in order to provide economic development(Gronroos,2000).

Conclusion

Regarding that a healthy economy and strength of strong economic goals is not possible, considering the overall economic development as the economic growth with a crusader like movement is inevitable. In order to achieve this important task, it is required to consider empathy and sympathy, creativity and innovation in the public and government among those influencing the economic development. Regarding that the banks are an important part of our financial system, transformation of the banking system by influencing the financial development of the country can affect economic development and achieve human goals. In this regard, it is hoped that the staffs of the banking system with additional effort along with other economic sectors and use of creativity and knowledge in the year of “government and people, empathy and sympathy” move in line with economic development.

Conflict of interest

The authors declare no conflict of interest

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