

# **Investigating the relationship between hotel managers' psychological and social capabilities and their perceptions of innovation management in the hotel industry of Iran**

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**Review:** Increasing mass media and increasing the level of general knowledge in recent years have brought about rapid social change, and have brought managers of service and production organizations with new expectations. Meeting these other expectations is not feasible with traditional mechanisms and requires new concepts and tools to provide a quick and proper response to the organization's managers when dealing with new events. Therefore, the main objective of this study is to investigate the relationship between the capabilities and psychosocial factors of hotel managers with their perception of innovation management in the hotel industry of Iran. Also, in this research, we intend to examine the effect of the independent variable of psychological capabilities and factors through the variables of educational intervention, the capabilities of globalization, networking and personal communication, on the dependent variable of innovation management. In order to achieve the main goal of the research questions, we state the following questions: Is there a significant relationship between the level of training of managers and their perception of innovation management? Is there a significant relationship between managers' and personal communication with their perception of innovation management? Is there a significant relationship between managers' globalization capability and their perception of innovation management? Is the dimensions of the hotel managers' capabilities and faculties to have a significant effect on their

perceptions of innovation management? (The main question). We state the research hypotheses: There is a significant relationship between the level of managers training and their perception of innovation management. There is a significant relationship between managerial network and personal communication with their perception of innovation management. There is a significant relationship between managers' globalization capabilities and their perception of innovation management. Dimensions of hotel managers' psychological capabilities and factors have a significant effect on their perception of innovation management. (The main hypothesis). Research methodology is based on inferential and descriptive statistics techniques. The statistical population of the study consisted of all managers of 4 star hotels (59 hotels) and 5 stars (22 hotels) in Iran and a total of 81 hotels. Due to the low number of statistical population, the whole method was used. Demographic questionnaire, managers' perceptions of Hotel Innovation Management Services (Tide & Bissant, 2009) and organizational innovation in hotels (Tide & Bissant, 2009) were used to collect data. Spearman correlation coefficient and regression analysis were used to analyze the data using Smirnov's Speech Examinations tests at a significant level less than 0.05. The results of this study showed that all aspects of psychosocial capabilities and managers' faculties had a positive and significant relationship with managers' perceptions of innovation management. Also, the results of regression test showed that dimensions of psychosocial potentials and factors were good predictors of managers' perception of innovation management ( $r^2 = 0.39$ ), and then the network and personal communication and then globalization capabilities had the most impact. Overall, the results of the research support the hypothesis that the psychological and social capabilities and faculty of hotel managers can well influence managers' perceptions of innovation management and its application.

**Keywords :** Keywords (English): Psychosocial capabilities and factors, Innovation management, Hotel managers

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