

Reading Behavior of Employees in Iran's Province of Khorasan Razavi: The Role of Top Managers

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Received: 24th July 2014; Accepted: 27th July 2015

Abstract

Purpose: This research aims to examine the role of top managers in employees' reading behavior.

Methodology: This is a survey of reading behavior. Data was gathered by means of a questionnaire prepared for the purpose of this study. Also, 10 of the top managers of Iran's province of Khorasan Razavi have been interviewed. The questionnaire was distributed to a group of target 113 managers. They were selected randomly through the 157 managers of mentioned province. Questionnaires were returned by 81 (71.7%) managers.

Findings: The Results of the survey indicated that the majority of the managers have been graduated in Humanities (65.4%). 33.3 percent of them studied majors related to management and 55.6 percent achieved M.A. degrees. They properly know the concept and instances of reading. Read for the purpose of achieving efficiency and knowledge, and improving their personal skills. However, the respondents know the importance of the reading. They hadn't done any significant action to improve the status of reading in their organizations.

Originality/Value: We tried to indicate the top managerial viewpoints about reading and their practical actions in improvement of reading behavior of employees. The research implied that overall bureaucratic atmosphere of Iran's provinces isn't ready for reading advocacy.

Keywords: Reading Behavior, Khorasan Razavi Organizations, Top Managers, Reading.