



Factors improving financial decisions senior executives of private companies Alborz Province (Department of Industrial golrang)

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ABSTRACT

The secret to achieving the organization's objectives in complex and difficult environmental conditions, correct and rational decisions. In this regard, the financial information as one of the sources of information to improve decision-making has particular importance is. The study on the factors influencing senior managers improve financial decision making private companies Alborz Province (Department of Industrial safflower) has been paid. The aim of this study was to investigate the factors improving financial management decisions. Causal research method - comparative..

35 complete questionnaires gathered from managers, vice presidents, Amvrhay staff, private companies Alborz Province (Department of Industrial safflower), the basis has been analyzed. Results of the study showed that compared to, usefulness, quality and understandability of financial information, improving decision-making by senior managers have a positive impact. Four said there was no evidence to reject the hypothesis.

Keyword:

financial decision making,
financial data, quality,
organization

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INTRODUCTION

Today, organizations, both large and small, involved in situations that are far more complex than in the past. Management of the situation, "a decision for a lifetime" to lay "a decision for a secret" shifted. Although the complexity of the situation, the importance of access to information and greater decision-making role of information has doubled, With all managers today than a generation ago myself a better chance for quicker access, more reliable and even sometimes much cheaper than in the past to information, are. This is due to very rapid growth in data technologies, especially in the past two decades (Mazar-Yazdi, 1373: 22). Information plays a very important role in the decision process. In fact, information is the driving force behind the decision. The amount of information is more and more correct decisions may be made more accurate and better. Information technology increasingly is moving quickly, so that the information yesterday may no longer be today no avail. So when you use the information to make sure that information is not only correct but timely (Mom Begay, 1374: 33). Decision-making process through which the solution set is selected. The decision-making process of identifying and selecting specific question or problem solving. Time managers spend a significant part of the problem-solving and decision-making. The basic tasks of planning, organizing, leading and controlling requires decision) Rezaeian, 1388). There is enough information on the decision-making process. The more complete the information, newer and more updated, and there will be more able to make the right decisions. In the meantime, the decision-making managers in their decision whether or not organizations should not be denied because of economic, technical, administrative, social, political and cultural micro and macro levels, has a close relationship. Thus, their role in the decision-making process, is much more sensitive and much broader. An important form of social capital to achieve social relations link to information that is essential and indispensable. The importance of the opinion that the information provided the basis for action. obtained information is costly. On a scale of (at least) requires accurate access to information is very scarce (Putnam and others, p. 61: 1384).

background research

The results of the studies and previous research shows that financial information is the foundation basis of management decision making toward the goals No financial information managers can plan for the future of efficient and accurate information to make the correct decision if you do no A decision taken based on this information may be incorrect and result of its efforts will not be effective Information is the most important factor in organizational life. The larger the organization is richer in terms of information and the right decision will make more and better If the information available for decision-making is not correct, Decision is likely to be the right decision, according to which actions are grown, you probably will not be effective and appropriate

measures, But if the information is accurate, timely availability of management considered an organizational planning was located close to or better decisions with strategic planning, organizational development managers provide improvements in financial decision making and to also prevent the fall.

External research:

Madalyna Myhyla (2014), as management accounting and decision-making research conducted energy industry the results were as follows for the perspective financial realities addition to planning for the future, managers must Monitor the organization's daily activities. Christine Dvmtrv (2013), in a study entitled The role of financial information in the management of public services that the researchers concluded That the accounting information system to facilitate the optimization of efficiency and effectiveness, thus securing a competitive advantage The results Alexandra Danylasvky as financial accounting, information management and decision-making in 2012 showed that for the goals, Financial institutions contributed information to managers in planning and decision-making is.

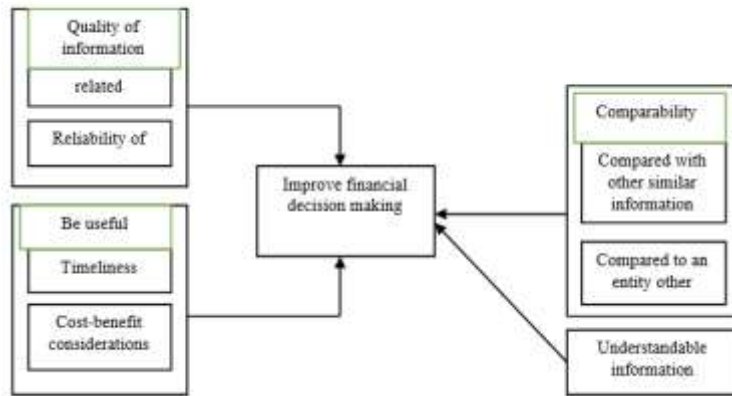
Internal research:

Reza Mehran Poor (1393) study as the impact of the qualitative characteristics of financial information to improve decision-making by company executives showed tavanir The qualitative characteristics of financial information in terms of influencing the decisions of managers are improving, reliability, timeliness, relevance and comparability are priorities. And Overall results also indicate that the qualitative characteristics of financial information to improve decision making managers TAVANIR. Ali Rezafrsad and Hamedtirandaz in 1390, in a study with qualitative characteristics of financial information and its role as the executive decisions proved incapable of carrying out Mvsrvzayfsh, the quality of the decisions taken which depends on the quality of information and the quality of decisions will follow. To determine the dimensions of the problem as well as proper information needed to analyze and interpret the information correctly.

Amir Reza Ramezani (1386), in a study to evaluate the effect of financial information in the decision as did bank managers the results indicate that a significant relationship between differences of opinion related to accounting and non-accounting managers educated about the adequacy of the content is no bank account information.

Abbas jadidi and Mohsen dastgir (1382), in a research study of the effect of accounting information to improve decision-making system features Bahman Group executives to evaluate the status of Bahman Group's accounting information system and the results of their research has shown, this system, management information for decision making is not provided. In general, this study showed that between current and desired status, accounting information system there Bahman Group.

Conceptual model



Hypotheses

- The main hypothesis 1: improving information comparability of financial decisions affect senior managers.
 - hypothesis 1 A comparison of financial data with similar information before improving financial decisions affect senior managers.
 - hypothesis 1 (b) compare the information with information from an entity other senior executives improvement affects financial decisions.
- The main hypothesis 2: Usefulness of Information improving financial decisions affect senior managers.
 - hypothesis 2 (a) improving data timeliness senior managers affects financial decisions.
 - hypothesis 2 (b) improving financial decision-making benefit and cost considerations affect senior managers.
- The main hypothesis 3: Senior managers affects financial decisions improving data quality characteristics.
 - hypothesis 3 (a) relevant information on senior managers affects financial decisions.
 - hypothesis 3(b) reliability of information on senior managers affects financial decisions.

- The main hypothesis 4: understandable information on senior managers affects financial decisions.

Research Methodology

This study purpose, functional and correlation-Ali. The present study was to quantify that in terms of a relationship between variables and their impact On each other with the use of statistical methods and data were collected using a questionnaire. The literature research and theoretical foundations of library research and field study to determine the relationships and evaluate variables (self-made questionnaire) is used.

The population examined in this study senior management level safflower Alborz Industrial Group and sampling in this study is simple random method. In inferential statistics, Cronbach's alpha correlation coefficient was used. And to document the results of statistical analysis and provide final solutions, using SPSS software to analyze the data was.

data analysis

Assess the reliability and validity of

Cronbach's alpha reliability test to measure the amount of research has been done. The results of Cronbach alpha test factors influencing decision-making in the table below. Table Cronbach's alpha test (the reliability of the questionnaires) for questionnaire factors affecting financial decision making senior managers

Question	Do research questionnaire has acceptable reliability is?	
The hypothesis	Null hypothesis:	Research on the reliability of the questionnaire is not acceptable.
	Suppose a:	This questionnaire has acceptable reliability.
Statistical assumptions	Null hypothesis	$H_0 : Alpha < 0.65$
	Suppose a:	$H_1 : Alpha \geq 0.65$

The test	Case Processing Summary		
		N	%
Cases	Valid	35	100.0
	Excluded (a)	0	0
	Total	35	100.0
a Listwise deletion based on all variables in the procedure.			
Reliability Statistics			
Cronbach's Alpha		N of Items	
.948		37	
Test result	Given that Cronbach's alpha coefficient was calculated (Alpha = 0.948) greater than 0.65 harm; We can conclude that the null hypothesis is rejected and it means that the reliability of the questionnaire is an acceptable level research.		

Validity of questionnaire

In this study, factor analysis was used to assess validity. It should be noted, if it can be used factor analysis to five times the number of variables, the questionnaire to be distributed (Sazvr, 1389) In this research, has gathered more

than 7 times the number of indicators. The final results of the factor analysis are as follows:

KMO and Bartlett's test table in the questionnaire indices

0.939	Index of sampling adequacy (KMO)	
666	Degrees of freedom	Bartlett's test
0.000	Significance level	

After the analysis, there is no indication of the final questionnaire was approved initial and final questionnaire includes the same 37 questions. As the above table shows, sampling sufficiency test with a high level of narrative shows 0.939.

As seen in Table load factor, the load factor is not any lower than 0.4 and therefore should be removed. According to (Dennis and Winston, 2003) as well as (Miller, 2009), when the index and dimensions based on a questionnaire approved literature, Even with the new Classification aspects of the analysis, better than the original dimensions used for the analysis because it is based on categorizing new record

could be due to uncontrolled variable is the sample under study. With the approval of reliability and validity of financial decision-making factors influencing senior management, statistical analysis can now pay scale.

Statistical analysis and importance of questionnaire

Before carrying out any statistical analysis, is essential to normal or non-normal distribution of data to ensure. To do so must be used Kolmogorov-Smirnov test. Based on the results table below and in accordance with the significance level that is higher than 0.05, Table Kolmogorov-Smirnov test for the questionnaire factors affecting financial decision making senior executives as follows.

One-Sample Kolmogorov-Smirnov Test		
		All Data
N		35
Normal Parameters ^a	Mean	4.0362
	Std. Deviation	.89617
Most Extreme Differences	Absolute	.094
	Positive	.042
	Negative	-.094

Kolmogorov-Smirnov Z	1.109
Asymp. Sig. (2-tailed)	.171
a. Test distribution is Normal.	

In this section, analysis of data related to each of the four dimensions in the questionnaire factors affecting financial decisions that managers of quantity, quality,

Comprehensibility and financial factors at the corporate level will be expressed. The following table represents the mean and standard deviation is size.

The mean and standard deviation of the factors affecting financial decision making managers

One-Sample Statistics				
Dimension	N	Mean	Std. Deviation	Std. Error Mean
Comparability of information	35	4.1170	1.14106	.11769
Usefulness of the information	35	4.3777	1.02767	.10600
Quality of information	35	4.4734	1.32057	.13621
Understandable information	35	4.8553	.85843	.08854

In the first part, the results of data analysis using the Student T-test, one-way and based on the premise designed examined. Given that the questionnaire was based on the whole 7 option, based on the books by the mean number 4 is considered to be strict.

Results hypotheses:

The main hypothesis 1: improving information comparability of financial decisions affect senior managers. To investigate this hypothesis should first hypothesis stated in terms of the comparability of information related to each of the comparability of data features, Compare financial data with similar data to compare the data with other information improving decision-making entity of a

financial-examine senior managers Based on the results of the hypotheses of the main hypothesis comment.

□ hypothesis a1: compare financial data with similar information before improving financial decisions affect senior managers. To test this hypothesis, statistical hypothesis was designed as follows.

Compare financial data with similar information before improving financial decisions do not affect senior managers

$$H_0 : \mu \leq 4$$

Compare financial data with similar information to senior management improvement affects financial decision making

$$H_1 : \mu > 4$$

The findings arising from the assumption a1

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Compare financial data with similar information before	5.243	261	.000	.61702	.3833	.8507

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that compared to previous financial data with similar information improving decision-making by senior managers has financial impact is significant.

limits. The lower limit of analysis (Lower) and high (Upper) in the table should be based on the following description:

1-When both lower and upper bounds is positive, the test is greater than average. (The number 4 is examined in this study).

2. If both the lower and upper bounds are negative, the test is smaller than average.

3. Whenever a negative lower limit and upper limit is positive, no significant difference test mean value.

Statistical analysis also for other aspects of following tables.

It should be noted in the analysis of the above table should be considered a significant level as well as lower and upper

The findings arising from the assumption b1

One-Sample Test						
	Test Value = 4					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Compare the data with other information a business unit	5.113	261	.000	.61702	.3666	.8788

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that compares the information with information from an entity other senior executives has an impressive improvement is significant financial decisions.

- The main hypothesis is 1: According to the test and analysis that was done in the season, as the tables relating to the hypotheses one and two, respectively As well as (comparable financial data with similar data to compare the data with information from other business units) can be seen, improving financial decisions senior management has significant influence. As a result, the main hypothesis that improving information on the comparability of financial decisions affect senior managers, is confirmed.

The main hypothesis 2: Usefulness of Information improving financial decisions affect senior managers. To review and comment on this hypothesis, the hypothesis must comparability of information related to To review and comment on this hypothesis, the hypothesis must comparability of information related to Based on the results of the hypotheses of the main hypothesis comment.

- hypothesis a2: senior managers affects financial decisions improving the timeliness of information.

To test this hypothesis, statistical hypothesis was designed as follows.

The timeliness of financial information, improving decision does not affect senior managers. $H_0 : \mu \leq 4$

Improving data timeliness of financial decisions affect senior managers. $H_1 : \mu > 4$

The findings that emerged from the hypothesis a2

One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The timeliness of information	3.563	261	.001	.37766	.1672	.5881

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that senior managers with effective financial decisions improving the timeliness of information is significant.

- hypothesis b2: The benefits and costs of improving financial decisions affect senior managers.

To test this hypothesis, statistical hypothesis was designed as follows.

Senior managers benefit and cost considerations do not affect the improving financial decisions $H_0 : \mu \leq 4$

Benefit and cost considerations improving financial decisions affect senior managers $H_1 : \mu > 4$

The findings arising from the assumption b2

One-Sample Test						
Test Value = 4						
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Benefit and cost considerations	3.353	261	.001	.37898	.1666	.5355

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that the benefit and cost considerations have an impact on the improvement of senior managers is significant financial decisions.

- result of two main hypotheses: According to the test and analysis that was done And as in the table of hypotheses one and two were observed as well (the timeliness of information and considerations of benefit and cost) can be seen, Senior managers have a significant impact improving financial decisions. The main hypothesis about the usefulness of the information thus improving financial decisions affect senior managers, is confirmed.

The main hypothesis 3: quality of information, improving financial decisions affect senior managers. To investigate this hypothesis should first hypothesis stated in terms of the quality of information related to any of the characteristics of the relevant information, Reliability of information, improving decision-making by senior management to review the financial Based on the results of the hypotheses of the main hypothesis comment.

- hypothesis a3: the relevance of the information making financial decisions affect senior managers.

To test this hypothesis, statistical hypothesis was designed as follows.

Relevance of information does not affect the financial decisions of senior managers. $H_0 : \mu \leq 4$

Information relevant to senior managers affects financial decisions. $H_1 : \mu > 4$

The findings arising from the assumption a3

One-Sample Test						
Test Value = 4						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The relevance of the information	3.476	261	.001	.47340	.2029	.7439

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that the information related financial decisions of senior management decisions have an impact is significant.

- hypothesis b3: reliability of information making financial decisions affect senior managers.

The findings arising from the assumption b3

One-Sample Test						
Test Value = 4						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Reliability of information	3.556	261	.001	.47840	.2320	.7666

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that the reliability of financial information of senior management decisions have an impact is significant.

- As a result, the main hypothesis 3: According to the test and analysis that was done in the season and as the table of hypotheses one and two, respectively As well as (relevance and reliability of information) can be seen, improving decision-making by senior financial managers have a significant impact. As a result, the main

The findings arising from the assumption of 4

One-Sample Test						
Test Value = 4						
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Understandable information	4.013	261	.000	.35532	.1795	.5311

As the above table shows the results null hypothesis is rejected at the 95% confidence level and assume the opposite is approved. This means that the understandability of financial decisions All decisions of senior management, the impact is significant.

Conclusion and Recommendations

To test this hypothesis, statistical hypothesis was designed as follows.

Reliability of financial information, the decision does not affect senior managers. $H_0 : \mu \leq 4$

Reliability of information making financial decisions affect senior managers. $H_1 : \mu > 4$

hypothesis that improving information quality of financial decisions affect senior managers, is confirmed.

Hypothesis 4: understandability of financial decisions All decisions will affect senior managers.

To test this hypothesis, statistical hypothesis was designed as follows.

Understandable information on senior management decisions do not affect financial decisions. $H_0 : \mu \leq 4$

Understandable information on senior management decisions affect financial decisions. $H_1 : \mu > 4$

The main tool for the implementation of decisions actually achieve the goals. For any manager to perform any of its functions, including planning, organizing, directing and controlling decisions are always needed. Familiarity with the methods and procedures for management decisions is very important that utilizes these methods increase the ability of managers to take decisions efficiently; So sensitive and important decision-making role and activities

to the point that some scientists like Herbert Simon put the decision synonymous with management. Take a look at past research suggests that most decisions that managers adopt financial consequences. And consequently the financial information provided in the disciplines of information is particularly important.

For decision making, gain correct information about the problem and its dimensions and also correct interpretation of information is needed. All the most important factor in terms of organizational life and organizational whatever information is richer, more accurate decisions and adopt better. The information available for decision-making are not correct, a decision is adopted. It probably will not be the right decision according to which actions are grown, probably will not be effective and timely measures. But if the information is accurate, timely and timely management are available. Realistic organizational planning and decision-making with strategic planning or better, Improvements in management decisions and organizational development and also prevents the fall.

The study, according to its territory, have limitations that can not cover all aspects of a problem. In order to obtain a more comprehensive view of the factors affecting financial decision making, we suggest the following subjects embrace his future researchers.

Offers

- 1-ranked factors influencing investors' decisions using fuzzy logic
2. analyzing the impact of the change of ownership on the purchase decision of investors to buy shares of the company
- 3-identify obstacles affecting the purchase decision of investors
- 4-improving obstacles in the way investors make decisions by using QFD
- 5-analyze the relationship between intellectual capital companies in the Stock Exchange with the desire of shareholders to purchase shares

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