



Original Article
(Qualitative)

Identifying and prioritizing the effective and efficient factors of quantum leadership of the broadcasting organization in the field of social networks

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Abstract

The purpose of this research is to identify and prioritize the effective and efficient factors of the quantum leadership of the broadcasting organization in the field of social networks. The research method is quantitative and applicative. 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 to perform the calculations, Dimetal technique was used. The components and indicators of quantum leadership identified from the Delphi stage include three management and organizational dimensions, quantum skills and quantum leadership, which management and organization dimension has two components (quantum management, quantum organization), the quantum skills dimension includes seven components (quantum view, quantum thinking, quantum feeling, quantum cognition, 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 findings showed that the social media leadership component, which has the highest D value, has the greatest influence with other indicators; also, the quantum management component, which has the highest R value; has the greatest impact on other indicators. Besides, quantum management, which has the highest amount of D+R; has the highest effectiveness compared to other components, and also quantum trust, which has the highest D-R value; has the most impact on other components.

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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). 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).

In the last decade, much attention has been paid to new approaches and theories of leadership. These approaches and theories have shown more attention to the intellectual and philosophical foundations of leadership and behaviors related to it instead of emphasizing only the behavioral signs of leadership as a leadership style. Leadership worldview, strategic leadership and quantum leadership can be introduced as new paradigms in this style (Totkzadeh, 2018). Quantum leadership tries to create the desired future by determining 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 (Kmalı 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, is one of the strategies used in quantum leadership (Ghaed Amini Harouni et al, 2018). Based on this, the researcher tries to answer the question; how to identify and prioritize the effective and efficient factors of the quantum leadership of the broadcasting organization in the field of social networks?

Theoretical Framework

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). Quantum leadership is a type of leadership that is able to provide energy and great influence on organization members, and, it can stimulate the natural human capacity as a capability, and guide everyone to move towards common goals. Quantum leadership is related to the science of complexity, which its purpose is to study all potential abilities; so that it can create creative potentials by uncertainty. Like the Gestalt theory, the quantum theory states that the whole in the world is greater than the sum of its parts. Quantum leadership can manage conflict for the benefit of the organization and improve leadership quality (Ningias & Mundiri, 2019).

Pir Dehghan & Monsef (2022) investigated quantum leadership and job self-efficacy. The research findings showed that there is a positive and significant relationship between quantum leadership components and job self-efficacy, but there is no relationship between quantum leadership components and organizational excellence.

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 understood the implications of organizational learning in the workplace during challenging times. Lifelong learning was promoted to improve profitability, organizational stability and 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 was evident on purposeful learning through quantum leadership to support knowledge creation and consistent paradigms.

Methodology:

This research is practical in terms of purpose, and descriptive survey based on research design and in terms of data collection method. The statistical population of the research includes 15 experts in the field of media, professors of political science, professors of media management and management. The sampling method is targeted and accessible, and two methods of literature review and semi-structured interview were used to collect data.

Discussion and Results:

Excel software environment and coding in VB language have been used in order to perform the calculations related to Dimetal technique. According to the results of the research, the components and indicators of quantum leadership identified from the Delphi stage include three dimensions: managerial and organizational, quantum skills, and quantum leadership; the managerial and organizational dimension has two components (quantum management, quantum organization), the quantum skills dimension includes seven components (quantum view, quantum thinking, quantum feeling, quantum cognition, 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). The findings showed that the social media leadership component, which has the highest D value, has the greatest influence on other indicators; and the quantum management component, which has the highest R value, has the greatest impact on other indicators. Also, quantum management, which has the highest amount of D+R, has the highest effectiveness compared to other components; and quantum trust, which has the highest D-R value, has the most impact on other components.

Conclusion:

The current research was conducted with the aim of identifying and prioritizing the effective and efficient factors 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), and Oudlajani & Naqib al-Sadat (2021). According to the findings of the research, it can be concluded that quantum leadership has played an important role in organizations because managers and leaders can welcome new opportunities due to creativity, which is one of the most important characteristics of quantum leaders. Leaders in quantum leadership warrant their competitive advantage by relying on this feature, and with the help of people who are open to innovation and facing unknown and new phenomena, and providing risk-taking and adaptability in the organization's people to welcome change and transformation in the organization. As a result, organizational leaders must cultivate new skills in themselves, which are called quantum skills; these skills help organizations to increase the ability of managers to manage people in organizations, resolve conflicts, increase productivity; creativity and innovation, agility, organizational excellence, organizational learning, etc., which are all signs of quantum leadership, and provide the basis for success, organizational development, and ultimately their survival in today's complex and rapidly changing world, due to the development of technology and the progress that exists in the world today.

According to the results of the research, it is suggested that by taking advantage of the quantum view and the ability to see purposefully, the style and way of thinking and attitude should be comparable with the quantum thinking and the ability to think in a contradictory



way in order to lay the groundwork for quantum knowledge and intuitive knowledge of issues in the organization. In this way, organizational leaders and managers can create quantum feeling and trust among their employees, which in turn causes a new attitude to issues, creative and intuitive thinking, and foresight and prediction in the organization. It is suggested that when selecting people for a leadership position in the organization, they should be evaluated in terms of their willingness and ability to implement quantum leadership, and those should be selected who have this characteristic more prominent and stronger.