

Designing the Ethnic Model of the Higher Education Applicants' Trust Evaluation toward the National Education Measurement Organization

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Abstract

In the customer-oriented and customer appreciation decade, trust is considered as the source of validity and capital of each organization. The prosperity of a modern organization is based on trust. Within this context, National Education Measurement Organization (NEMO) is regarded as the public organization which increases the feeling of trust of its addressee towards itself. NEMO shall have special focus on trust and on ways to increase it in the addressee. With this as the base, the topic of the current research paper is to present the ethical model of 'trust of volunteers in NEMO'. The concept of trust has been derived from the theories formulated by various scientists, prominent among them being Johnson, Colman and Zetomka. Discussions on trust have been explained from the perspective of the scientists of this field and have been taken as the structural apparatus of trust in NEMO. This paper tries to establish a theoretical relationship between these structures and the institutional variable of trust. This paper attempts to find answer to the basic question: "What is the most suitable and ethical model to establish trust in the NEMO?" In the attempt to answer this question through meta-synthesis, issues of validation, characteristics, outer images, services and similar entities were taken as the inseparable determiners of trust in NEMO.

Keywords: Institutional Trust, National Education's Measurement Organization (NEMO), Ethical Model

1. Introduction

In the past decade, amongst the various issues attracting the attention of many scientists are agency oriented and customer oriented discussions in organizations. This is one of the main characteristics responsible for survival of organization, ensuring organizational efficiency as well. In this regard, one of the main requirements of the agencies in all administrative organizations is to attract the trust from the customers for those organizations. This is asserted by the researcher with conviction because in the current scenario, organizations cannot survive much without the trust of its addresses. Trust facilitates human growth by flourishing his talents and capabilities. It flourishes a creative relationship among human beings and with the world so that every human being he can experience peace, security, freedom and independence (Paneam 1993, in Abbasszadeh et al, 2011:84). Hosmer believes that trust is a vulnerary responsibility which a person, group or an organization owes to another person, group or an organization to safeguard the rights and interests of all those who are involved in common effort or economic exchange (Ireland & Webb, 2007, as cited in Ashjae et al., 2009:25). Today, focus on trust shown by agencies towards organizations like Measurement Organization, as an agency-oriented and customer-oriented application is central to all the administrative organizations. Measurement Organization being the main trustee for holding university examinations is no exception to the rule, because improvement of organizational efficiency and effectiveness depends upon the reliance of the addressee.

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The aforementioned concept is the basis of life and distrust is the basis for many behaviors and ravages. Instability, public dissatisfaction, spreading lies, wrong doing and general lack of ethics in the society stems from distrust (Amir Kafi, 137, as cited in Abbasszadeh et al., 2011). One of the main reasons of paying attention to organizational trust is based on the fact that if an organization is not a reliable to its addressees, it is neither possible to have scientific progress nor to fulfill a comprehensive scientific map nor to have economic development from commercialization of scientific products of academicians. According to Zoker, trust in to administrative organizations is the prerequisite for the development of complex economical systems (Abbasszadeh et al, 2011). In this regard, Saunders & Thornhill (2003) believe that building justice and trust in the organization are tools to improve the quality of the organization (Sanders and Soren Hill 2003 in Nadi et al, 2009:2). Trust is the basis for life and distrust is the basis for entanglement and chaos (Afshani et al, 2010: 187). On the importance of trust, Engelhard notes that without trust other human actions (economic, political and social) are impossible (HezarJaribi et al, 2011:30).

According to the researcher, the success of today's organizations depends on trust- building. To improve its efficiency and attract many volunteers, Measurement Organization as an administrative organization needs the treasured trust of its addressees in terms of administration quality, providing test results, question security, security of the exam session, smart management of database and question designers, etc. Their success relies on the trust of beneficiaries to services provided by the organization because lack of trust not only threatens the survival of the organization, but also according to scientists is the source of many entanglement and chaos including instabilities and disorders. Study results show that in the statistical population under study which relies on the Measurement Organization, no important study has been conducted. Those conducted are limited by to the role of the variables including social anomy, social control, social security, and organizational justice (Abbasszadeh et al, 2010; Ashja et al, 2009).

However, for a comprehensive and exact evaluation of the reliance of addressees on Measurement Organization, we need a model that in addition to comprehensibility and taking different variables into consideration (lack of limitation to specific components) considers locality

And ethical components with regard to the specific terms of Measurement Organization. Thus, taking all this into account, it is obvious that trust placed by most agencies in Measurement Organization is achieved when all structural components and its predisposing conditions (such as social capital (social cooperation), satisfaction, organizational performance, organizational responsibility, organizational justice, rule governing, clarity and the quality of social organization. Unfortunately, they were neglected in previous research. Thus, regarding the role of trust in efficiency and effectiveness of Measurement Organization and the importance of a comprehensive and local view to trust (in terms of specific features of the organization under study), in this study combining different models of trust from different sources and using the strong points of these models (meta-combination method) we codify a model (which on one hand has the required comprehensibility to evaluate trust placed in Measurement Organization and on the other is ethical with respect to its conditions). Therefore, taking common theories into account, the current study attempts to codify a comprehensive model of organizational trust (country's Measurement Organization). Thus, the main research question is what is the ideal model to evaluate the trust of volunteers who want to enter university with respect to Country's Measurement Organization?

Table 1: Different Definitions of Trust

Author and Year	Definition of Trust
Oxford Culture	Trust to lean back to some characteristics or personalities of a person of organization, accepting or giving value to a person of organization without exploring and receiving the proofs and evidences, believes or lay down to a person or organization's honesty, kindness and faithfulness
Rotter (1997)	Discretion which by its inductor we can lean back to a person's discussion, promise, oral or text remarks from a person or group
Luhman (1979)	The expectations or believes which people like to show by predictability and not through the private profitability
Mayer et al., (1993)	Trust is the sensitivity of a side toward the other side's treatment, it is in base of this expectation which he does the special function for the first side without controlling or supervising him.
Gordon (2000)	Trust is a positive expectation, while the other side doesn't do the opportunistic function in speaking, behavior and decisions.
Brug(2005)	Trust is the psychological condition which makes people able to give their welfare and vulnerability to other parts and expect the positive treatments from these parts.
Nyhan (2000)	Trust is the level of confidence which a person has in front of the other person and presents a fair, ethical and predictable treatment in base of it
Charlton (2000)	Trust is a non-negotiable continued learning process in each relationship
Martins, (2002)	Trust is a function at which the confiding lean back the trustee according to the determined expectations for doing a function
Arabsalehi (2006)	Trust as the confidence from invulnerability in front of person, organization or group of people who are reliable

2. The Concept of Trust

The concept of trust is a concept that was considered by scientific authorities. Regardless of the emphasis placed by all authorities on the importance of trust, no acceptable definition of the term is provided. In this regard, psychologists traditionally believe that trust is a belief, expectation or a feeling rooted in a person's personality or primary psychological capacity (Rotter, 1971, 1967). Social psychologists define trust by means of emphasis on background factors which result in the increase or decrease of trust, as per people's expectation from behavior of others in social communication (Lewicki & Bunker, 1955). Economists and sociologists are always interested in knowing how the organizations tackle the concerns and distrust in their exchanges (Williamson, 1986, 1993).

According to Mayer et al (1993), trust is the degree of sensitivity of one party to the other, expecting that he/she performs the specific action important to the first party without the power to control or observe. Denis (2004) defines trust as a multi-layered concept of communication amongst colleagues, teams and organizational levels. Trust provides communication, discourse and access to people to exchange Intellectual Capital. Thus, according to Hosmer (1995), there are a lot of disagreements over the definition of trust; therefore, we categorize different definitions in Table 1.

As it is mentioned, the concept of trust was the center of attention of many researchers from a long time. Sons on mentions about 20 different meanings to of the concept of trust, some of which are: capabilities, competence, profession, benevolence, willingness, accepting the reality, loyalty and altruism (Sonson, 2001).

Thus, trust is a kind of belief, feeling or expectation of the customer which roots in profession, dependability and purposes of the person who provides services. According to this definition, trust has following two different components:

Credit: the degree of buyer's belief in the profession and capability of organizations to function efficiently and effectively.

Benevolence or good will

The degree of buyer's belief in the organization's motivation to more efficiency (Mohammad far et al, 2009: 109). According to Shaw, trust means is relying on others because we depend on others in achieving our desires. According to Charlton, trust is the process of continuous non-negotiable learning in any relationship, for example, expecting a child to accept the responsibility (Charlton, 2000).

3. Methodology

The present paper is the result of a research conducted by means of meta-combination method which is a kind of attributive study. Meta-combination requires that a researcher conduct an in-depth review and combine the relevant findings of qualitative research. In doing so, the 7 stage by Sandelowski and Barroso (2003, 2007) were used. These steps include: proposing research question, reviewing/researching systematic literature, searching and choosing related articles, extracting the information in the article, analysis and combining qualitative findings, quality assessment and presenting data.

4. Research Findings

In this section research findings were presented based on the 7 stages of meta-combination:

Step 1: Proposing research Question

In the present study, identifying, grouping and prioritizing of key success factors are investigated in the implementation of business process management.

Table 3 Presents Research Questions Along With Parameters.

Investigation question	Parameter
1.recognizing the effective factors to generate confidence in Sanjesh organization	What? Who?
2.grouping the effective factors to generate confidence in Sanjesh organization	When? How?

Second Step: researching/reviewing systematic literature

As mentioned in the earlier sections of this study, databases, journals and various search engines were investigated between years 2000-2013 for researches abroad and 2013 for searches within the country. Also, various keywords (trust, trust dimension, trust evaluation, models of trust evaluation, institutional trust, dimensions of institutional trust, public service quality models), were used for searching research articles. After searching databases, journals, various search engines and through keywords, 204 articles were selected.

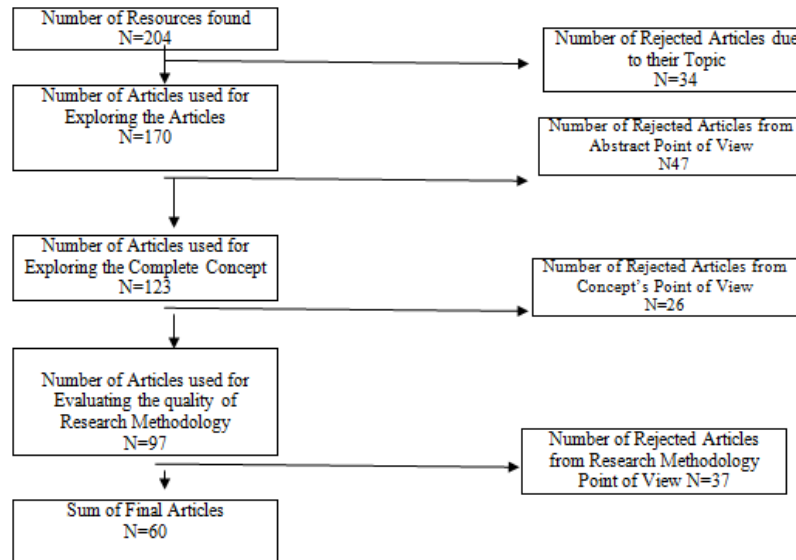
Third Step: searching and choosing proper articles

In this step, the researcher ignored some articles while reviewing which were not included in the meta-combination process.

- Psychological Quality Assessment of Articles

To assess the Psychological Quality of Articles in this study, a score was given to each article based on 10 criteria (research purpose, method logic, research design, sampling, data collection, reflection, considerations, and the exact of data analysis, data presentation, and research values) and finally 60 articles were chosen as final articles. It also needs to be mentioned that in the final review factors such as Quran, NahjO IBalagheh, Hadith were extracted in addition to the basic public service models used prior to 2000 due to their its importance. In figure 2, you can find a summary of the given process along with the research findings of the current study.

Figure 1: The Sum of Researching Results and Selecting the Suitable Articles



Step Four: Extracting Results

In this step, the outcome of extracting results is presented in table 7.

Table 3: Considered Studies in the Research

Row	Writers	Causes of confidence	Research Methodology
1	Alvany& Mir Sepasi & Sarooyi (2006)	1. Ethics2. Adherence to the Code of Ethics 3.Efficiency in service delivery 4.Responsiveness 5.Fair treatment 6.Sense of oneness with citizens7.Practice social responsibility	Scrolling
2	Golipoor & Pirannjad (1989)	1.Procedural justice 2.Justice Information 3.Sense of justice 4.Security 5.Privacy 6.Directory Services	Survey
3	Alvany & Danayifard (2001)	1.Improve service delivery 2.Awareness activities 3.Adherence to obligations 4.Open communication 5.According to the desires6.Availability 7.Honesty 8.Respect9.responsiveness	Literature Review
4	Danayifard.Rajabzadih & Moseri (2009)	1.Merit 2.Honesty 3.Reliability 4.Openness and honesty 5.Commitment 6.Subscriber Identity 7.Attention	scrolling
5	Zahedi & Khavbashi (2011)	1Problem Solving 2.Interaction 3.Justice 4. Transparency Programs 5. According to the values and desires 6. Meritocracy 7. Expertise, experience and skills 8. Privacy	scrolling
6	Manoryan & Partners (1999)	1.Field work 2. Reliability 3. Problem-solving 4. Justice 5. Transparency and honesty in the notification 6. Reverence 7. According to the wishes and suggestions	scrolling
7	Hazarjarebi & Yari (2013)	1.Honesty 2. Explicitly 3. Ensure performance 4. Balance and coordination	A combination of survey and case study
8	Afshani & Others (2010)	1.Honesty 2. Integrity 3. Promises action 4. Act responsibly 5. Solve the problem	Scrolling
9	Kamaleyan.Fazel & khojasteh (2011)	1.Merit 2. Benevolence 3. Reliability 4. Appropriate laws and policies 5. Order and ensure the fundamental	scrolling
10	Mansoriyan & Godrati (2009)	1.Non-discrimination 2. Lack of corruption	scrolling
11	Ktabi & Gasemi & DahchshmeH	. . 1According to moral values2. According to religious values 3. Justice-oriented 4. Rule of law 5. Satisfaction with Quality of Service	scrolling
12	Ryahi (2005)	1.Ideological considerations 2. Ability and knowledge 3. Fairness in service 4. responsiveness 5. flexibility 6. customer appreciation 7. Fast service. Transparency 7. The beauty of the physical space	The combination of navigation and conceptual framework
13	Mohammahifar & others (2010)	1.Legality 2. System 3. Complaints 4. Skills and expertise 5. Accountability 6. Honesty	scrolling
14	Martins (2000)	1.Merit 2. Benevolence 3. Integrity	Scrolling (South Africa company's

			financial staff)
15	& Tolbert Mossberger(2006)	1. Transparency 2. Responsiveness 3. Availability 4. Effectiveness and quality of service	Survey (interviews of users of electronic services)
16	Hinnant & Welch(2002)	1. Transparency 2. Interactive electronic services	Scroll (E-service users in America)
17	Ranuzzi, Tontoranelli & Morrone(2009)	1. The rule of law 2. Stay away from corruption 3. Transparency 3. Responsiveness 4. Accountability	The combination of literature review and comparative study
18	Htch(2012)	1. Fairness and justice 2. Private behavior 2. Honesty 3. Open communication 3. Notices 4. Respect for the wishes 5. Respect	Review of several case study
19	Zalabak, Ellis & Cesaria(2000)	1. Merit 2. Openness 3. Honesty 4. Reliability 5. Acceptance organization's identity	The proposed integrated conceptual framework and navigation
20	Arnold et Al(2012)	1. the quality of service 2. Stay away from corruption 3. Political orientation 4. Interaction	Several case studies / document review.
21	Zarvandi(2012)	1. Openness 2. Honesty 3. Fairness 4. According to values	Scrolling
22	Tait (2012)	1. Adhere to the rules 2. Effectiveness in achieving the objectives 3. Staff competence 4. Openness goals 5. According to common values 6. responsiveness 7. To see the information.	The combination of literature review and case study
23	Starnes, Trunon & McCarty	1. Dissemination of accurate information 2. Honesty 3. Fairness 4. Competence	Literature Review
24	Macknight & Chervany (2000)	1. Success in providing services 2. The rule of law. 3 responsiveness 4. Stay away from corruption	Document review / analysis of secondary
25	Macknight & Chervany(2000)	1. Order and fundamental confidence 2. Predictability 3. Merit 4. Benevolence 5. Integrity	Qualitative analysis of the literature
26	Rothstein & Stolle(2007)	1. Political neutrality 2. Stay away from corruption 3. Justice and fairness 4. Nondiscrimination	Document review / analysis of secondary
27	Molarska & Brzezinski(2012)	1. Transparency 2. Accountability 3. Comply with the law 5. Ethics 6. Discipline 7. Stability and predictability	Scrolling
28	Colquitt, Scott & Lpina (2007)	1. Ability 2. Availability 3. Openness 4. Fairness 5. Proof of promise	Meta-analysis
29	B. Robbins(2012)	1. The rule of law 2. Stay away from corruption 3. Fairness and justice 3. Effectiveness and quality of service	Secondary analysis of data from documents WB - WVS
30	Brownell(2000)	1. responsiveness 2. Honesty 3. Respect 3. The availability of open communication 4. Commitment 5. According to the wishes and suggestions 6. Reliability	The literature review and survey
31	Vidotto et al (2008)	1. Commitment 2. Honesty 3. Relationship	Scrolling
32	Schoorman et al	1. Ability 2. Benevolence 3. Honesty, integrity	Literature review and conceptual framework
33	Yang & Tang(2012)	1. Quality of service and performance 2. According to the values and traditions	Document review (ethics and values of China's National Inventory, 2004) secondary analysis
34	Bachmann(2011)	1. Compliance with laws 2. According to Vhnjar of values 3. the fame	Conceptual analysis of the literature
35	Ozawa & Sripad(2013)	1. Honesty 2. Interaction and communication 3. Competence in providing services 4. Fairness 5. Secrecy and integrity	Systematic Review
36	Burke, Sims, Lazzard & Saas(2007)	1. Stimulate and respect 2. Liquidity. Interactional justice 3. Reputation and good name 4. Previous analysis 5. Properly 6. Benevolence 6. Ability 7. Compliance with laws	The combination of comparative study of literature and provide a framework
37	Delbufalo (2012)	1. Credit 2. Benevolence 3. Honesty 4. Credit	The combination of literature review and meta-analysis
38	Mishler & Rose(2001)	1. Satisfactory 2. Fairness 3. Honesty 4. Stay away from corruption 5. Responsiveness 6 Speed and accuracy of response	A combination of survey and case study
39	Arab Salehi(2006)	1. Testament fulfillment 2. Jurisdiction 3. Benevolence 3. Consistency and predictability	Scrolling
40	Kirismarja & Blomqvist(2006)	1. Transparency 2. Commitment 3. Stability and predictability 3. Honesty 4. Ethical behavior 5. Professionalism 6. judgment	The combination of literature review and see
41	Nuikoo & Smith (2013)	1. Stay away from corruption 2. Satisfaction with the quality of service and performance 3. Fair treatment	scrolling
42	Siegrist, Earle & Gutscher(2003)	1. Information presentation 2. Honesty 3. According to social responsibility 4. common values 5. Open communication	The literature review and survey
43	Dietz & Hartog (2005)	1. Jurisdiction 2. Stability and predictability 3. Benevolence sincerity 4. Bailment	The literature review and content analysis
44	Tyler(2003)	1. Benevolence 2. Jurisdiction 3. Honesty correctly 4.	The combination of literature review and

		Predictability	survey
45	Stevenson & Wolfers (2011)	1.Quality performance 2. Ethical standards 3. Integrity	Document review / comparative study
46	Pi et al (2012)	1.Web Design 2. Security 3. The ease and simplicity	scrolling
47	Diamond (2007)	1.Transparency 2. Accountability 3. Responsiveness 4. The rule of law 5. Stay away from corruption	Comparative study (Governance Indicators in Asia, America and Africa)
48	Taligani-Farhangi & Jafari (2009)	1.Promise Kept 2. Transparency 3. Integrity 4. According to morality 5. Responsiveness 6. Honesty 7. Private behavior 8. Ability	The combination of navigation and provide a framework
49	Berg(2005)	1.respondiveness 2. Transparency 3. The rule of law 4. Quality performance 5. Merit	Navigation (interview)
50	Wang & Wart(2007)	1.respondiveness 2. Ethical behavior 3. Merit 4. Promise Kept 5. Efficiency and effectiveness 6. Fair treatment	scrolling
51	Coste & Tudor(2013)	1.Transparency 2. Notices	Literature Review
52	Purcarea & et Al(2013)	1.Tangible 2. Credit 3. Responsiveness 4. Empathy 5. Attention	scrolling
53	Munhurrun et al (2010)	1.Tangible 2. Credit 3. Responsiveness 4. Empathy 5. Attention	scrolling
54	Seppanen & et al (2007)	1.Merit 2. Predictability 3. Openness 4. Credit 5. Information sharing 6. Ability 7. Accountability 8. Fairness 9. Good will 10. Honesty	Qualitative and quantitative analysis of the literature
55	Dayer & Chu (2000)	1.Credit 2. Fairness 3. Good will	Scrolling (The automotive industry in Japan and Korea and America)
56	Norman (2002)	1.Merit 2. Good will	Scrolling
57	Coote & et al(2003)	1.Honesty 2. Credit 3. Integrity	Navigation (Chinese private companies)
58	Bews & Martins(2002)	1.Transparency 2. Responsiveness 3. Honesty 4. Due to the demands 5. Stability 6. Predictability	Provide a conceptual framework
59	Bews(2002)	1.Openness 2. Benevolence 3. Honesty 4. Merit	Scrolling
60	Engelbrecht & C Loft e(2000)	1.Ability 2. Benevolence 3. Integrity	Scrolling
	Industry and religious texts (Qur'an, Nahj al-Balagha, the traditions and the advice of elders)	1.Literature review 2. God's satisfaction 3. Bailment 4. Promise Kept 5. Honesty and truthfulness 6. Justice and fairness 7. Benevolence 8. Service 9. Reverence and respect 10. Rectitude 11. Responsiveness 12. Moral merit 13. Politeness and courtesy in the conflict 14. Loyalty to the goals	
	Service quality models Garvin(1993)	1.Notices 2. Speed in providing services 3. Integrity and service 4. Good behavior 5. The simplicity and ease 6. Flexibility 7. Beauty tangible 8. Legality	
Governmental	Smith (1994)	1.Humility 2. Being concise 3. Completeness 4. Clear and correct 5. Being considered 6. Cleanliness	
	Zethamel (1990)	1.Humility 2. Being concise 3. Completeness 4. Clear and correct 5. Being considered 6. Cleanliness	
	Senge (1998)	1.Its smoother and faster 2. Keep in touch 3. Its quality 4. Honesty	
	Murry (1998)	1.Sympathy 2. co-operate 3. Sustainability services 4. responsiveness	
	Parasuraman (2000)	1.What tangible 2. Reliability 3. Responsiveness 4. Sympathetic 5. Commitment	

Due to the role of public service quality in building trust of referents, in this section basic models of service quality prior to 2000 were extracted from the related literature and due to their importance they haven't been ignored. Also, for designing ethical model of trust and the importance of valuable discussions, the factors of building trust were added from the viewpoint of religious texts.

Step Five: Data Analysis & Combining of Qualitative Findings

In the fifth stage, all the factors extracted from studies were considered in codes. Then, based on the meaning of each code, they were categorized under a similar meaning. Thus, the concepts (themes) were formed and summarized in table 8.

Table: Extracting Issues, Resources and Frequencies

Categories	References	Abundance
According to the Values of the Community / Shared value	Islamic values. Zahedi & Khanbashi (2011) ketabi & partners (2009). danayifard & partners (2009). Reyahi (2005). Keresmareja & partners (2006). Seprest & partners (2003) Bang & Tang (2012). Bachman (2011). zorond (2000). Bork & partners (2002)	12
Visibility / Awareness / Notification	Islamic values. Dabayifard & partners (2009). Alvani & Danayifard (2001). Gilipor & perannjat (2007). Zahedi & Khanbashi (2013). Manoreyan & partners (2008). Hazarjarebi & yari (2013). Reyahi (2005). Zarvand (2012). zelabak (2000). Matinez (2000). Boess & Matines (2002). Starnes & partners (2010). Molarska (2012). Kolkoeit & partners 2007. Keresmareja & partners (2006). Ranozi & partners (2009). Sepgerest & partners (2003). Deyamond (2007). Garvin (1993). Esmi (1994). Zenamel (1990). Hinent & Velich (2002). Berg (2005). Espanen & partners (2007). Talgani & Others (2009).	28
Service / Product Quality / Performance Efficiency and Effectiveness of Operations	Islamic values. Alvani & partners (2006). Alvani & Danayifard (2001). Golepor & Perannjat (2007). Reyahi (2005). ketabi & partners (2009). Hazarchi & yari (2013). Afshani & partners (2010). Rabens (2012). Hagverdi & Mayeni (2012). Nenko & Esmi (2013). Artoland & partners (2012). Garvin (1993). Meyori (1998). Esmi (1994). Zetamel 1990. Tolbert & partners (2006). Meshler & Roz (2001). Ozava & partners (2013). Bang & Tang (2012). Berg (2005). Veng & vart (2007)	23
Justice / fairness / Equality / Non-Discrimination	Islamic values. Alvani & partners (2006). Golepor & Perannjat (2007). Zahedi & Khanbashi (2011). Manoreyan & partners (2008). ketabi & partners (2009). Reyahi (2005). Zarvand (2012). Starnes & partners (2010). Kolkoeit & partners 2007. Rabins (2012). Keresmareja & partners (2006). Nenko & Esmi (2013). Ozava & partners (2013). Bork & partners (2007). Meshler & Roz (2001). Hich (2012). Dayer & Choo (2000). Vang & what (2007). Spenin & Others	22
Responsiveness	Islamic values. Parasoraman (2000). Alvani & partners (2006). Reyahi (2005). Meshler & Roz (2001). Bork & partners (2007). Ranozi & partners (2009). Meyori (1998). Deyamond (2007). Hagverdeyan & Maeyni (2012). Bronel (2000). Toabert and Mosberger (2006), Martinez (2000), Berg (2005), Vang and Vart (2007), Piorsera et al., (2013), Manhiorn et al., (2010), Talegani et al., (2009)	19
Regarding ethics	Islamic Values, Alvani et al., (2006), Crismarjaetal., (2006), Estivenson (2001), Molarska et al., (2012), Ketabi et al., (2009), Vermas (2010), Vang and Vart (2007), Talegani et al., (2006).	9
Respect / Humility	Islamic Values, Bork et la., (2007), Hech (2012), Monavvarian et al., (2008), Bronel (2000), Alvani and Danaeifard (2001), Riahi (2005), Smith (1994), Zetamel (1990), Talegani et al., (2009)	10
No notoriety due to Corruption/Far from Corruption	Mansouriyani and ghodrati (2009), diamond (2007), nionko and esmit (2013), ranozi et al. (20019), haghverdiyan and mayeni (2012), mishler and roze (2001), Arnold and et al. (2012), ronestin and estol (2007), rabinz (2012).	9
Communication or Interactivity	Zahedi and Khanbashi (2011), Hezarjarebi and yari (2013), Alvani and danayifar (2001), Gholi pour and pirannezhad (2007), Ozava et al., (2013), Arnold et al., (2012), Hech (2012), Bronel (2000), Sanjeh (1996), krismarja et al., (2006), Vitto et al., (2008), Sirist et al., (2003).	13
Ability/Experience/Education/ Competency	Koulkonit et al., (2010), Danaeifar et al., (2001), Arab salehi (2006), Bork et al., (2007), Ozava et al., (2013), Mayer et al., (2007), Zelabek et al (2000), Boise and Martinez (2002), Riyahi (2007), Krismarja et al., (2006), Tayler (2003), Dinz and hartouk (2005), Zahedi and Khanbasi (2011), Kamaliyan and et al., (2011), Tayt (2012), Engelbert (2000), Norman (2002), Berg (2005), Veng and Vart (2007), Spanen et al., (2007), Mohammadifar et al., (2010), Taleghani et al (2009), Macknight and Chervani (2000).	24
Preserving the Privacy Policy/Security/ Trusteeship	Islamic Values, Gholipour and Pirannezhad (2006), Ditez and Hartouk (2005), Ozava et al., (2013), Pay et al (2012).	5
Commitment/Faithfully/Doing as promised	Afshani et al (2010), Alvani and Danaeifar (2001), Danaeifar et al. (2010), Arab Salehi (2006), Kolkoyent et al. (2007), Bronel (2000), Vitto et al. (2008), Krismarja et al., (2006), Parasoraman (2000), Veng And Vart (2007), Taleghani et al., (2010).	11
Giving due regards to the Rules/Rule-Adherence	Diamond (2007), Kamaliyan et al (2011), Ketabi et al (2010), Ranouzi et al., (2009), Bourk et al (2007), Bechman (2011), Rabinz (2012), Molaeska et al., (2012), Haghverdiyan and Mayeni (2012), Macknight and Chervani (2000),	14

	Tayt(2012),Garvin (1993), Berg(2005), Mohammadi far et al.,(2010).	
Honesty/Loyalty	Alvani and Danaeifar(2001), Danaei far et al.,(2010), Menoriyan Et al.,(2008), Hezarjeribi(2013), Afshani et al.,(2010), Martinz(2000), Boise and Martinz(2002), Starness et al., (2010), Bronel(2000), Zeronda(2012), Zelabeck et al.,(2000), Hech(2012), Mishler and Rose(2001), Delbofalo(2012), Ozava et al(2012), Krismaraja(2006), Siyarist et al.,(2003), Dinz and Hatog(2005), Tayler(2003), Stivenson(2001), Mayer et al.,(2007), Vidto(2008), Sanjeh(1998), Kouteh et al(2003), Spanen et al.,(2007), Mohammadi far et al.,(2010), Taleghani et al(2009).	29
Action Accuracy	Islamic Values, Boise(2002), Engelbert(2000), Danayifard et al(2009), Menoriyan et al.,(2008), Afshani et al.,(2010), Kouteh et al.,(2003), Taleghani et al.,(2009), Macknight and Chervani(2000).	9
Considering the needs/Attention to Willingness/The Condition of Critics and their Suggestions	Hech(2012), Alvani et al.,(2006), Alvani and Danaeifar (2001), Danaeifard et al.,(2009), Menoriyan et al.,(2008), Bronel(2000), Sirist et al.,(2003), Brok et al(2007), Martinz(2000), Zetamel(1990), Smite(1994), Piorsera et al.,(2013), Manhiorn et al.,(2010), Talegani et al.,(2009).	14
Service speed	Sanjeh(1998), Mishler and Rose(2001), Riyahi(1384), Garvin(1993).	4
Availability	Alvani and Danaeifard(2006), Tolberg and moseberger(2006), Bronel(2000), Kolkoyit et al.,(2007).	4
The beauty of Physical Environment of materialistic Things/Web-Pages' Quality	Parasoraman(2000), Zetamel(1990), Smite(1994), Garvin(1992), Riyahi(2005),Pay et al.,(2012), Piorsera et a.,(2013),Manhiyoren Et al.,(2010).	6
performing Social obligations	Sirist et al.,(2003), Alvani et al.,(2006).	2
Solving Problems	Afshani(2010), Menoriyan(2008), Zahedi and Khanbashi(2011), Mohammadifard et al.,(2010).	3
Competency	Zahedi and khanbashi(2011)	1
Simplicity and Easy Servicing	Pay(2012), Garvin(1992)	2
Flexibility	Riyahi(2005), Garvin(1992)	2
Political Neutrality	Arnold et al.,(2012), Rotestin and Estool(2007)	2
proof and Predictability/Determined Methods	Menoriyan et al.,(2008), Alvani and Danaeifard(2001), Danaeifard et al.,(2009), Kamaliyan et al.,(2011), Zelabeck et al(2000), Brok et al.,(2007), Krismarja et al., (2006), Ditez and Hartouk(2005), Molaeska et al.,(2012), Martinez(2000), Kolkoyit et al.,(2007),Arab Salehi(2006), Delbofalo(2012), Bronel(2000),Parasoraman(2000), Spanen et al(2007),Macknight and Chervani(2000).	17
Discipline	Macknight and Chervani(2000), Molaeska et al.,(2012), Kamaliyan et al.,(2011), Mohammadi far et al.,(2010).	4
Sympathy and Empathy	Miyori(1998), Parasoraman(2000), Piorsera et al.,(2013), Manhiyorn et al.,(2010).	4
Being Concise	Esmi(1994), Zetamel(1990).	2
Responsibility	Diamond(2007), Ranozi et al.,(2009), molaeska et al.,(2012), Spanen et al.,(2007), Mohammadi far et al.,(2010).	5
Goodwill / Benevolence	Islamic Values, Mayer et al.,(2007), Brok et al.,(2007), Delbofalo(2012), Arab Salehi(2006), Ditz and Hartouk(2005), Tayler(2003), Kamaliyan et al.,(2011),Engelbet(2000), Boise and Martiz(2002), Macknight and Chervani(2000), Spanen et al.,(2007), Dayer and choe(2000), Norman(2002).	14
Validity	Kouteh et al.,(2003), Dayer and choe(2000), Spanen et al.,(2007), Mohammadi far et al.,(2010). Piorsera et al.,(2013),Krismarja et al.,(2006),Delbofalo(2012), Bork et al.,(2007), Bechman(2011).	10
Staff's Commitment	Arab Salehi(2006), Islamic and religious texts	2
Regarding Politeness and Civility	Islamic and religious texts, Zetamel(1999)	2
Using the Electronic Tools	Dav and Hag(2002)	1
Preserving the Private Policy	Golipour and Pirannezhad(2007), Zahedi and Khanbash(2011)	2

Table 9 presents indicators related to each category extracted from the related literature on trust.

Table 5: Indexes

Categories	Indexes	References
Explicit	<ul style="list-style-type: none"> ✓ Programs and proceedings progress clearness ✓ Well treatment in communication ✓ Appropriate notification to all ✓ Apprehensible information (without using technical language) ✓ Quickness and accuracy in notification ✓ General and clear instructions being ✓ Commitment to basic administrative clarity in performing client's functions 	Alvani et al., (2006), Khanifer and Zarvandi (2010), Bronel (2000), Garvin (1936), Smith (1994), Zahedi and Khanbashi (2011)
Services	<ul style="list-style-type: none"> ✓ Effectiveness in delivery services ✓ Deliver services with acceptable quality to client ✓ Service effectiveness ✓ Service alignment with requirement 	Gholipour&Pirannejad (2007), Pie et al., (2012), Dawhug (2002), Alvani et al., (2006).
Justice	<ul style="list-style-type: none"> ✓ Fair procedures ✓ Present fair information in terms of location and time ✓ Fair feeling division & paying attention to feelings of others ✓ Equal treatment and with no prejudice ✓ Fairness in service and facilities' distribution ✓ Attention to all people and groups interests 	Gholipour and Pirannejad (2005), Khonifar&Zarvandi (2010), Bronel (2000), Zahedi &Khanbashi (2011)
Employee engagement	<ul style="list-style-type: none"> ✓ Employee engagement for achieving organization goals 	Arabsalehi (2006)
Responsiveness	<ul style="list-style-type: none"> ✓ Answer to given services ✓ Increasing answering sessions to newspapers and medias ✓ Answer to revenues ✓ Answer to client's priority 	Miury (1998), Mischler and Rose (2001), Zahedi and Khanbashi (1990)
Ethical	<ul style="list-style-type: none"> ✓ Organization ethical charter being ✓ Operate and adhere to morality ✓ Employees good mood and ethical competence ✓ Evaluation according to ethical charter adherence 	Alvani et al., (2006), Chrismarja and colleagues (2006), Khonifar and Zarvandi (2010)
Client honor	<ul style="list-style-type: none"> ✓ Client honor ✓ Client leadership if needed ✓ Empathetical attention to client in personal encounter ✓ Employee training in respectful treatment, presentation by encouragement or punishment 	Ztomell (1999), Jason (1998), Riahi (2007)
Inaccessibility to corruption	<ul style="list-style-type: none"> ✓ Confronting with organization corruption bribery and favoritism 	Mansourian and Ghodrati (1388), HaghVerdani and Mine (2012)
Interaction and Communication	<ul style="list-style-type: none"> ✓ Utilizing the IT ✓ Communicating with Non-Technical Language ✓ Inter-Customer Communication and Organization Meet the Customers' expectations ✓ Making Open, Fast and Active 	Alvani et al., (2006), Gholipour and PiranNejad (2006), Hinent and Velch (2003), Seje (1998)

	<ul style="list-style-type: none"> ✓ Communication Easy ✓ Clear Communication 	
Regarding the Polite	<ul style="list-style-type: none"> ✓ Polite Communication with Customers 	Jason (1998), Islamic Texts
Staff's Competency	<ul style="list-style-type: none"> ✓ Staff's Ability in performing duties ✓ Staff's Education and Experience ✓ Staff's Technical Skills ✓ Expertise and Knowledge 	Khanifar and Zarvandi (2009), Zetamel (1999), Mayer et al., (2007)
Regarding the Islamic Affairs	<ul style="list-style-type: none"> ✓ Regarding the Islamic Affairs ✓ Utilizing the Powers committed ✓ Attention to Norms and Customs of Society ✓ Value Acceptancy 	Riahi (2004), Yang and Tang (2012), Khanifar and Zarandi (2009), Bork et al., (2007), Alvani et al., ()
Enhancing Security and Honesty	<ul style="list-style-type: none"> ✓ Attention to Financial Security in Transaction ✓ Information Security and Classifying the Information ✓ maintaining Honesty while carrying out the Job ✓ Setting the Suitable Rules for providing security to people 	Gholipour and Pirannejad (2007), Nahjol-Balage, Holzer and Miliitsky (2003), Alvani et al., (2006)
Commitment	<ul style="list-style-type: none"> ✓ Fulfilling Commitments and Responsibilities ✓ Clear set Goals, Responsibilities, and achieving them with Determination ✓ Encouraging the Staff's Deontology ✓ Commitment to Customers 	Zahedi and Khanbashi (2011), Arabsalehi (2006), Parasoramam (2000)
following Rule	<ul style="list-style-type: none"> ✓ Staff's Adherence to following Rules ✓ Rules' Governing Organization ✓ Attention to Misdemeanor issues arising out of Rule ✓ Rules and Disciplines' Clearness ✓ Existence of the Suitable Rules and Disciplines ✓ motivating staff for following Rules 	Alvani et al., (2011), Gardian (1993), Riahi (2005), McNight and Chrovani (2000)
Loyalty	<ul style="list-style-type: none"> ✓ Accountancy while presenting Information ✓ Staff's Loyalty to Customers ✓ Loyalty in Communication ✓ Suitable Time in Suitable Way 	Bronel (2000), Sanjeh (1998)
Action Accuracy	<ul style="list-style-type: none"> ✓ Efficiency in Servicing the Citizens ✓ Customers' Trust emanating from Complete and Accurate presentation ✓ Presenting the Products and Services as per Standard ✓ Existence of Applications, and Accurate and Comprehend Approach ✓ Taking responsibility for decisions ✓ Learning from previous Experience ✓ Presenting Correct Answers 	Alvani et al., (), Smith (1994), Riahi (2005)
Stating the Suggestions, Willing and Needs	<ul style="list-style-type: none"> ✓ paying Attention to People (Listening) ✓ Explaining the Goals by paying Attention to Needs ✓ Sensitivity to Expectations of Customers 	Alvani et al., (2006), Bronel (2000), Zetamel (1999), Zahedi and Khanbashi (1990), Mohammadifar et al., (2000)

	<ul style="list-style-type: none"> ✓ Making Active use of Suggestion and Critics' Boxes ✓ paying Attention to probable Complains 	
Service Speed	<ul style="list-style-type: none"> ✓ electronic presentation of services ✓ accurate and fast presentation of mobile services ✓ Correcting the Attritional Approaches ✓ Avoiding rework ✓ Meeting the Promises within the Time committed ✓ response to the customers 	Riahi (2005), Jason (1998), Davhag (2002)
Availability	<ul style="list-style-type: none"> ✓ Utilizing IT ✓ Being Open the Communication Directions ✓ Managers' Availability ✓ Accessibility of Services and Easy Communication ✓ Public Accessibility to Related Information of Services 	Danaeifar et al., (2009), Riahi (2005), Bronel (2000), Sanjeh (1998)
Touching	<ul style="list-style-type: none"> ✓ Physical Settings ✓ Designing the Website ✓ Tools ✓ Staff's Appearances ✓ Cleanness of workplace ✓ Physical and Virtual Environment's Beauty 	Parasoraman (2000), Jason (1998), Zetamel (1999), Pie et al., (2012)
Preserving the Private Policy	<ul style="list-style-type: none"> ✓ Lack Invasion of Privacy 	Gholipour and Pirannejad (2007), Zahedi and Khanbashi (2011)
fulfilling Social Responsibility	<ul style="list-style-type: none"> ✓ Stating the Budget for Public Works ✓ Sensitivity to Issues and Society's Problems 	Ciriest et al., (2003), Alvani et al., (2006)
Solving the problem	<ul style="list-style-type: none"> ✓ Answering the queries of Citizens' ✓ Receiving and Solving the Issues and People's Problems ✓ Looking for the Solution of Problems 	Zahedi and Khanbashi (2011), Bronel (2000), Mohammadifar et al., (2010)
Meritocracy	<ul style="list-style-type: none"> ✓ Avoiding the Relationship-Centered Appointments 	Zahedi and Khanbashi (2011)
Service-Presenting Ease and Simplicity	<ul style="list-style-type: none"> ✓ Avoiding performing Jobs in Complicated Frames ✓ User Friendly electronic services 	Pie et al., (2012), Gardian (1993)
Flexibility	<ul style="list-style-type: none"> ✓ On-Time Flexibility in adhering to Rules and Disciplines ✓ Staff's Flexibility 	Guardian (1993), Riahi (2005)
Being politically Neutral	<ul style="list-style-type: none"> ✓ Lack of Dependency on Political Parties 	Arnold et al., (2012)
Static and Predictability	<ul style="list-style-type: none"> ✓ Existence of predetermined Approaches ✓ Trust to perform Commitments ✓ Harmony between Action and Function 	Kolokoeit et al., (2007), Bork et al., (2007), Arabsalehi (2006)
Disciplinary	<ul style="list-style-type: none"> ✓ Regarding the Hierarchy of performing Jobs ✓ Existence of predetermined Processes and Approaches ✓ Placing the Things in Suitable Place 	MckNight and Chervani (2000), Mohammadifar et al., (2010)
Sympathy and Empathy	<ul style="list-style-type: none"> ✓ Creating the Sense of Belonging 	Parasoraman (2000), Miuri

	<ul style="list-style-type: none"> ✓ and Friendship to Customers ✓ Creating the Sense that Staff is at the Service of Customers 	(1998)
Summary	<ul style="list-style-type: none"> ✓ Summary of Explanation and Applications 	Smith (1994), Miuri (1998)
Responsibility	<ul style="list-style-type: none"> ✓ Commitment to Customer ✓ The Follow-up Commitment of Customer's Work to Access the Possible Result 	Mohammadifar et al., (2010), Ranozi et al., (2009)
Good willing	<ul style="list-style-type: none"> ✓ Customers' Belief in the Organization's Motivation for Their Utility ✓ Expectation from Action 	Taylor (2003), Khanifar and Zarvandi (2010)
Validity	<ul style="list-style-type: none"> ✓ Customer's belief in Organization's Ability and Capability in Presenting the required Services in Suitable Way 	Mohammadifar et al., (2010)

Step Six: Preserving Quality Control

Throughout the study, the researcher attempted to take steps by providing explanations and clear definitions of the existing choices, to use the approaches and views in order to combine main studies (such as CASP, 2006) for evaluation of main studies which used qualitative methodologies. The researcher made use of both manual and electronic search to find the relevant articles and used quality control methods in basic qualitative studies. In evaluating the quality of combined research and basic qualitative studies, the researcher used CASP (2006) to evaluate meta-studies- 8 questions for logical reviews.

Step Seven: Presentation of Findings

In this stage, maintaining the quality preservation, findings of previous stages were presented. Table 10 summarizes group categorizations with their subdivisions. The following are the categories, which categorize similar concepts under one theme. In this way concepts were formed for the study.

Table6: Concepts and Issues

Concepts	Issues	Extracting the Codes' Resources
	Regarding the Islamic Affairs	Zahedi and Khanbashi (2011), Ketabi et al., (2009), Danaeifard et al., (2009), Riahi(2005), Chrismarja et al(2006), Sirist et al(2003), Yang and Tang(2012), Batchman(2011), Zarvand (2012), Zlike(2000), Burek et al., (2002).
	Justice-centered (equitable)	Eslamic values. Alvani et al(2006), Gholi pour and Pirannejad (2007), Zahedi and Khanbashi (2011), Monavarian et al (2008), Ketabi and et al(2009), Riahi(2005), Zarvand (2012), Startess and et al (2010), Rotestin and Estole(2007), Kolkonit and et al(2007), Rabinz(2012), Chrismarja and et al(2006), Newnko and Smith(2013), Night(2012), Ozawa and et al(2013), Burk and et al(2007), Michler and Rose(2001), Hatch(2012), Dire and Chow(2000), Vank and Wart(2007), Spenen and et al(2007).
	Ethical	Islamic values, Alvani and et al., (2006), Chrismarja and et al(2006), Stevenson (2001),Moularesca and et al (2012), Ketabi and et al., (2009), Wormass(2010), Wong and vart(2007), Taleghani and et al., (2009).
Values	Customers' respect and Appreciation	Islamic values, Burk and et al., (2007), Hatch (2012), Monavarian and et al (2008), Bronel (2000), Alvani and DanaeiFard (2001), Riahi (2005), Smith (1994), Ztamel(1990), Taleghani and et al., (2009).
	Honesty	Alvani and DanaeiFard(2001), DanaeiFard and et al., (2009), Monavarian and et al(2008), Hezarjaribi(2013), Afshani and et al(2010), Martins (2000), Buise and Martins (2002), Startess and et al(2010), Bronel(2000), Zarvand (2012), Zlike and et al(2000), Hatch (2012), Mischler(2001), Delbufalo(2012), Ozawa and et al(2012), Chrismarja (2006), Siarist and et al(2003), Dits(2005), Tiler(2003), Stevenson (2001), Mire and et al(2007), Withto(2008), Sanje(1998), Gute and e al(2003), Spenen and et al (2007), MohammadiFard and et al(2010), Taleghani and et al(2009).
External Picture	Political Neutral	Arnold and et al., (2012), Rotestin and Stole (2007).

	Goodwill	Mansourian and Ghodrati(2009), Diamond (2007), Newnco and Smith(2013), Ranozi and et al(2009), Haghverdian and Maeni (2012), Mischler and Rose(2001), Arnold and et al(2012), Rotestin and Stol(2007), Rabins (2012).
	Regarding the social responsibility	Sirist and et al(2003), Alvani and et al(1385).
	Solving the Problem	Afshani (2010), Monavarian (2008), Zahedi and Khanbashi (2011), Mohamadi Far and et al.,(2010).
	Validity	Gute and et al., (2003), Dior andChow(2000), Spenen and et al (2007), Manheuren and et al (2010), Piorsara and et al(2013), Chrimarja and et al(2006), Delbufalo(2012), Burk and et al(2007), Batchman(2001).
	Good will	Islamic values,Mire and et al(2007), Bruce and et al(2007), Delbufalo (2012), Arab Salehi (2006), Dins and Hartuk (2005), Tiler (2003), Kamalian and et al(1390), Angelbert (2000), Buis and Martins (2002), Mc night and Chervani (2000), Spenen and et al(2007), Dire and Chow (2000), Torman (2002)
	Touchable (physical characteristics)	Parasoraman(2000), Tamel(1990), Smith(1994), Garvin(1992), Riahi (2005), Pie (2012), Piorsara and et al (2013), Manhuren and et al (2013).
Services	Security	Gholi Pour and PiranNejad (2006), Dinz and Hartok (2005), Ozawa and et al., (2013), Pie and et al., (2012)
	Ease and Simplicity	Pie (2012), Garvin (1992)
	Being concise	Smith (1994), Zetamel (1990)
	Availability	Alvani and DanaeiFard (2001), Tolbert and Musirger(2006), Bronel (2000), Kolkonit and et al(2007)
	Keeping the Privacy	Gholi Pour and PiranNejad (2007), Zahedi and Khanbashi(2011).
	Presenting the Electronic Services	Gholi pour and PiranNejad(2007)
	Accuracy (True Function)	Buis(2002), Angelbert(2000), DanaeiFard and et al(2009), Monavarian and et al (2008), Afshani and et al(2010), Gute and et al(2003), Talrghani and et al(2009), Mc night and Chervani (2000)
	Servicing (Efficiency and Services' Effectiveness)	Alvani and et al., (2006), Alvani and DanaeiFard (2001), Gholi Pour and PiranNejad (2007), Riahi (2005), Ketabi and et al(2009), HezarJariyi and Yari (2013), Afshani and et al., (1389), Rabins(2012), Haghverdian and Mayeni (2012), Stevenson and Wolfare (2011), Newnkoans Smith (2013), Arnold and et al., 2013), Garvin (1993), Miuri (1998), Smith (2015), Ztamel (1990), Tolbert and et al., (2006), Mischler and Rose (2001), Ozowa and et al(2013), Yang and Tang (2012), Burg (2005), Vang and Vart(2007)
Staff	Responsibility	Diamond (2007), Ranuzi and et al., (2009),
	Sympathy and Compassionate	Creating the Friendship and Dependency toward the customers Creating the sense which staff are at the service of customers
	Flexibility	Riahi (2009), Garvin (1992)
	Commitment to Organization's Goal	Arab Salehi (2006) and Islamic texts
	Regarding the Polite and Civility	Islamic texts and Jason (1998)
	Regarding the Rule	Diamond (2007), Kamalian and et al(2011), Ketabi and et al., (2009), Ranozi and et al (2009), Burk and et al., (2007), Batchman (2011), Rabinz (2012), Mulareska and et al (2012), Haghverdian and Mieni(2012), Mc night and Chervani (2000), Night (2012), Garvin (1993), Burg (2005), Mohamadifard and et al., (2010)
	Competency (Experience, Expert, Skill)	Colcoet et al., (2007), Starness et al., (2010), Danaeifar et al., (2009), Arabsalehi (2006), Bork et al., (2007), Ozava et al., (2013), Mayer et al., (2007), Zelabek et al., (2000), Bois and Martinez (2002), Riahi (2005), Crismarja et al., (2006), Tayler (2003), Ditez et al., (2005), Zahedi and Khanbashi (2011), Kamalian et al., (2011), Tight (2012), Angelbert (2000), Torman (2002), Berg (2005), Vang and Varet (2007), Spanen et al., (2007), Mohammadifar et al., (2010), Macknight and Cherovani (2000)
Management Characteristics	Replying	Islamic Values: Parasoraman (2000), Alvani et al., (2006), Alvani and Danaeifar (2001), Riahi (2005), Michler and Roz (2001), Tight (2012), Bork et al., (2007), Ranozi et al., (2009), Miori (1998), Diamond (2007), Haghverdian and Maeini (2012), Bronel (2000), Toabert and Mosberger (2006), Martinez (2000), Berg (2005), Vang and Varet (2007), Piorsera et al., (2013), Manhiorn et al., (2010), Taleghani et al., (2009).
	Clearness	Islamic Values: Danaeifar et al., (2001), Gholipour and Pirannejad (2007),

		Zahedi and Khanbashi (2011), Alvani and Danaeifard (2001), Monavvarian et al., (2008), Hezarjaribi and Yari (2013), Riahi (2005), Zarvand (2012), Zelabek (2000), Bois and Matinz (2002), Matinz (2000), Starns et al, (2010), Molarska (2012), Colocoeit et al., (2007), Crismarja et al., (2006), Ranosi et al., (2009), Sigrist et al., (2003), Diamond (2007), Garvin (1993), Smith (1994), Zetamel (1990), Hetch (2012), Tigh (2012), Hinent and Velch (2002), Berg (2005), Kasteh and Tiodor (2013), Spanen et al., (2007), Taleghani et al., (2009).
	Communicate and Interact	Zahedi and Khanbashi (2011), Hezarjaribi and Yari (2013), Alvani and Danaeifard (2001), Gholipour and Pirannejad (2007), Ozava et al., (2013), Arnold et al., (2012), Hinent and Velch (2002), Hetch (2012), Bronel (2000), Sanjeh (1996), Crismarja et al., (2006), Vidto et al., (2008), Siocit et al., (2003).
	Discipline	Mcknight and Cherovani (2000), Molarska et al., (2012), Kamalian et al., (2011), Mohammadifar et al., (2010)
	Continuity and Predictability	Monavvarian et al., (2008), Alvani et al., (2001), Danaeifard et al., (2009), Kamalian et al., (2011), Zelabek et al., (2000), Brok et al., (2007), Crismarja et al., (2006), Dits and Hartok (2005), Molrska et al., (2012), Martinz (2000), Colocoeit et al., (2007), Arabsalehi (2006), Delbofalo (2012), Bronel (2000), Parasoraman (2000), Spanen et al., (2007), Mcknight and Cherovani (2000).
	Meritocracy	Zahedi and Khanbashi (2010)
	Attention (Suggestions, Critics)	Hetch (2012), Alvani et al., (2006), Alvani and Danaeifard (2001), Danaeifard et al., (2009), Monavvarian et al., (2008), Bronel (2000), Siosit et al., (2003), Brok et al., (2007), Martinez (2000), Zetamel (1990), Smith (1994), Piorsera et al., (2013), Manhiorn et al., (2010), Taleghani et al., (2009)
	Commitment	Afshani et al., (2009), Alvani et al., (2001), Danaeifar et al. (2009), Arabsalehi (2006), Colocoeit et al., (2007), Bronel (2000), Vidto et al., (2008), Crismarja et al., (2006), Parasoraman (2000), Vang and Varet(2007), Taleghani et al., (2009).

5. Discussion and Results

Since long, trust has been regarded as the most important structure of social capital, attracting the attention of concerned authorities in social sciences. The movement of social concepts from strict to soft ones in the developed world brought it under more focus expanding relationships, institutions, organizations and high complexity of society made trust act as the catalyst for survival of society and organizations. This concept is the basis of life and distrust results in chaos and ravages. Instability, public dissatisfaction, spreading lies, wrong and generally lack of ethics in the society comes from distrust. One of the main reasons of paying attention to organizational trust is based on the fact that if an organization is not a reliable one to its addressees, it is neither possible to have for scientific progress nor to fulfill a comprehensive scientific map nor to have economic development from commercialization of scientific products of academicians. According to Zoker, trust in to administrative organizations is the prerequisite for of the development of complex economical systems (Abbasszadeh et al, 2011).

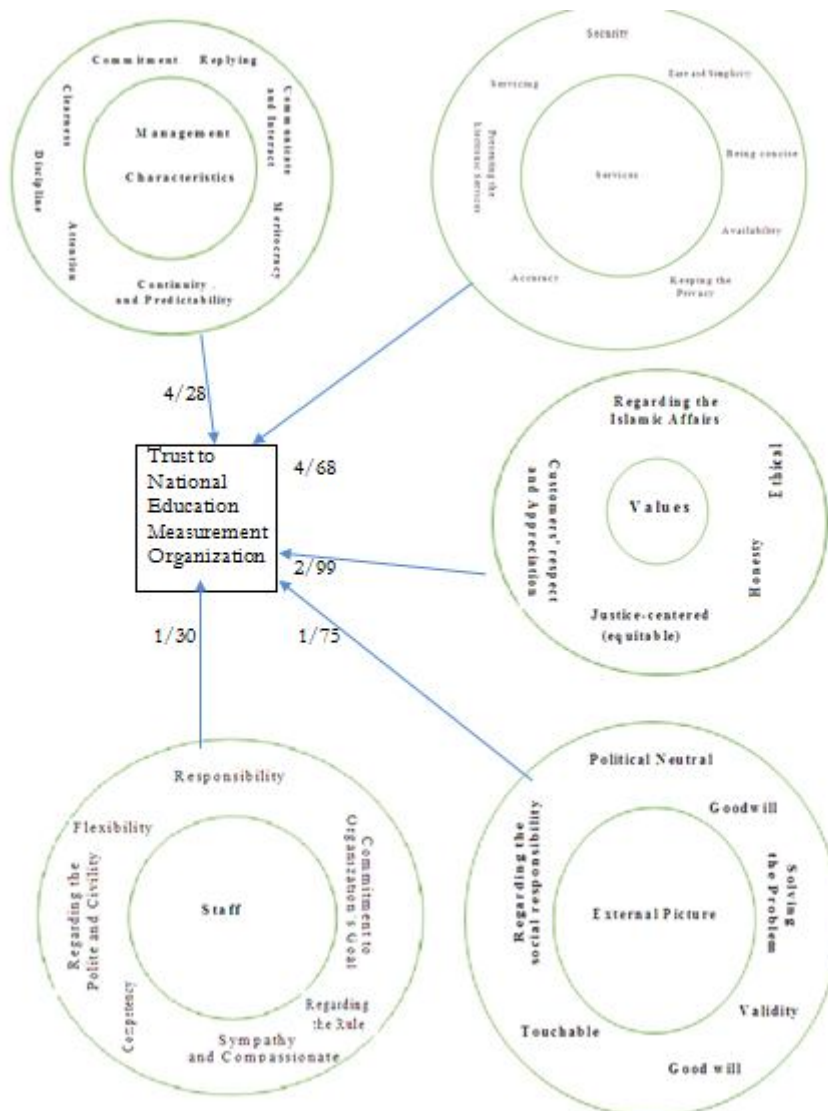
Reviewing theories on trust shows the importance of institutional trust in organizational development. In this study, from different types of trust, institutional trust is explained. According to Jonson, institutional trust (trusting Measurement Organization) facilitates social and economic network processes, because trust is an important structure in reaction model. He believes that social trust is an aspect of social relationships which is continually changing. Also, Cellman defines trust as a Bilateral and targeted social action about which people are concerned because their needs are met and this gives the utmost advantage to the parties. Zetomka provides a comprehensive typology and exact definition of trust and tries to investigate trust at different levels. He believes that trust is built on 3 bases including: reliability, motivation to trust, and trusting culture.

One of the relevant factors of institutional trust is the concept of institutional justice. In this regard, Pillai & Williams (2004) argue that when the dispersion of consequences and organizational works are regarded as fair, maybe higher levels of trust are achieved. Satisfaction of the services is another effective factor in trusting the Measurement Organization. If the presumption of the customer is higher in comparison with his expectation from the services provided, satisfaction is achieved and as much as the gap between the two reduces, satisfaction reduces. On the other hand, satisfaction can affect complain and trust. Regarding the role of social capitals in understanding institutional trust, Patnam believes that social capital refers to characteristics of social organization

such as trust, norms and networks which improve social efficiency by means of facilitating cooperative actions. Fokoboma, like other authorities, takes both subjective and objective aspects, poisonous and formal relationships, and social trust into account when defining social capital. Then, he believes trust as expectations based on common norms, honesty, and cooperative behaviors. He believes that all groups representing social capital has some levels of trust. Lina also believes that social capital includes trust and cooperation. He also notes that trust is both the introduction and result of a successful collaborative action.

Based on the analysis above, we can acknowledge that the concepts of value, external image, services, staff, and managerial characteristics and items are the basis for evaluating trust of volunteers who want to enter the university to Education Measurement Organization. Ethical method of evaluating volunteers to Measurement Organization using meta-combination method includes 5 concepts, 28 items and 115 indicators, which are presented in figure 2 regardless of indicators. Thus, we can acknowledge that given the theories discussed in relation to institutional trust, there is a close relationship between structures of institutional trust and structures from theoretical point of view. Thus, the variables mentioned above can facilitate trust to Measurement Organization of the country. To implement the model, it requires validation which is examined in the next stages of the research.

Figure 2: The Suggested Ethical Model of Volunteers' Trust to Measurement Organization



Finally, the research recommendations are as follows:

- Providing grounds and necessary actions to institutionalize basic values including professional ethics, honesty, justice and behaviors
- Making policies and proper cultural programming to increase Islamic awareness by various value means in cooperation with relevant centers
- Reviewing and modifying processes and implementation methods in the organization to facilitate providing services to customers
- Implementing continuous surveys from referents regarding providing services by the Organization and using the results to develop online capabilities of staffs
- Designing demanding award on the basis of viewpoints, comments and criticisms sent to Organization and giving it to the best presenter of the aforementioned items
- Preparing guidelines of evaluating the official performance of staffs in each field and connecting it to the performance management cycle
- Preparing meetings between managers and experts in justifying missions and policies of organization
- Creating databases of issues & problems of the society resulted from the studies in relevant fields to the Organization to provide better services
- Providing the cooperation grounds to create commitment and organizational belonging and responsibility
- Establishing proper structure of human resources management aimed at meritocracy and providing the grounds of job cycle to enrich jobs, employment and their correspondence
- Implementing suggestion systems in practice and commitment of senior, middle managers and their operationalization

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