

**SURVEY IMPACT THE KEY FACTORS, ISSUES CHALLENGES OF
PRODUCTIVITY IN UNIVERSITY: A CASE STUDY OF URMIA
UNIVERSITY**

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ABSTRACT

This paper first examines the efficiency in the organization. Then, it examines the most important issues, challenges and factors of productivity in Urmia University from four major dimensions, including: 1. Costs management, 2. Human resource empowerment, 3. Organizing university activities, 4. University relationship with industry. The research and data collection procedure included two quantitative and qualitative stages. Therefore, this research can be considered among the mixed studies. At the qualitative stage of research, by reviewing of literature and interviewing with managers and deputies, the researcher tried to identify the most important issues, challenges, and factors affecting productivity in the university. Then, a researcher-made questionnaire was designed at quantitative stage. The research population included 321 faculty members of Urmia University. The research sample was determined to be 180 people and sample members were selected by using convenient sampling method. To collect the data, a questionnaire designed in 4 main components and 16 items based on the 5-point Likert scale was used. Content validity of the questionnaire was confirmed by qualified professors and the Cronbach's alpha coefficient was used to determine the reliability of the questionnaire. The results revealed that all four factors of costs management, human resource empowerment, organizing of university activities and the university relationship with industry were effective in organizational productivity from the viewpoint of the faculty members of Urmia University. Among these factors, costs management factor had the highest effect and human resources empowerment had the lowest effect on the productivity of Urmia University.

KEYWORDS: *Productivity, Empowerment, Organizing, Costs Management, University Relationships With Industry.*

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