

designing the management algorithm of enterprise in Iran Khodro Corporation and finding a way for combining the two methods of value engineering and cost finding based on direct objective. The data has been gathered by interview and questionnaire. The sampling has been random and stratified. The one-tailed and T.test statistical hypotheses have been used for accepting and rejecting hypotheses.

The results show that satisfying customers, designing products and relating with the suppliers are vital for the survival of the corporation. Furthermore, cost management is a suitable substitute for the development of car management resources. At the same time it was concluded that the management is not able to create an appropriate organizational structure for executing cost finding technique on the basis of the objective. This is a necessity much felt in Iran Khodro Corp.

Key expressions: Iran Khodro Corporation – value engineering – cost finding on the basis of objective – industrial costs.

مرکز تحقیقات کامپیوتر علوم اسلامی

An Analysis of Challenges and Obstacles in the way of Successful Execution of Value Engineering with Solutions

Abolqasem Farajinia

Value engineering as an effective and creative approach has had a remarkable progress in auto industry in recent years. Manufacturers have had a recourse to a scientific and systematic approach of value engineering in order to eliminate unnecessary expenses, trigger creativity and attain the best notions for doing projects. This article has the purpose of analyzing the challenges of value engineering and offering some scientific measures for overcoming them. The researcher has profited from consulting the issue with authorities and experts in the field and has had an overview of the pertinent literature and the models used by domestic and foreign industries while concentrating on the case of one of the Iran Khodro projects and delineating the causes of the failure of the involved value engineering. Being a quite recent endeavor, it is very natural for this kind of engineering to have faced difficulties. Some scientific measures are given for the solving of the problem as experienced by Iran Khodro.

Key expressions: Value Engineering – challenges – auto industry – solutions – Iran Khodro Car Manufacturing Corporation.

Designing the Management Algorithm of Enterprises (The Case Study of Iran Khodro)

Vahid Khashe'i

Today, competitive advantage is the predominant paradigm in most enterprises. Therefore they have come to notice the significance of cost reduction methods and have invested very much in institutionalizing it. The aim of this research is

the most qualified persons, some measures are needed. This article has extracted the infallible recommendations of Imam Ali (pbuh) from Nahj-al-Balagha. The qualifying measures based on these recommendations are classified into three parts: expert, normative and ideological criteria. While professional measures concern the successful performance of the job, the value-based measures deal with the normative aspects of management and doctrinal measures relate to the particular Islamic principles of management. This categorization is essentially different from the current typologies and is part of the analytical data for the Islamic models of management.

Key expressions: evaluation – Imam Ali (pbuh), the first Imam 23 before Hegira – Nahj-al-Balagha – management (in Islam).

The Status of Ethics and values in Technology Foresight

Mahdi Sadjadpoor

Technology foresight is an important tool in the field of technological and industrial policy-making. Quite obviously, the accomplishment of the prerequisites of profiting from such a tool will influence its success.

A survey of the pertinent literature indicates a lot of necessities including socio-cultural factors. In this article after talking about technology foresight literature, we first explain the necessity of attending to socio-cultural values in the process of foresight. Then we offer our suggestions about involving these values in the process.

Key expressions: Technology foresight - foresight methods - social values – ethics.

The National Media and Religious Norms

Jalal Ghaffari

The significant impact of the media on culture necessitates a worthy consideration of how to provide suitable mechanisms for communicating messages as perceived by IRIB.

The national media, to accomplish its religious objectives, has to make tremendous strides one of which is the optimization of supervisory and evaluating systems to assess the situation.

Furthermore, a normative approach to the media has come to be noticed as a serious proof for the necessity of observing ethical standards when doing the job. In practice we can witness a lot of countries that have adopted this course of action for bettering their media activities with due consideration to their specific organizational and national objectives.

The national media in the Islamic Republic is no exception in observing the ethical norms derived from Shari'a and the noble ends of the country as portrayed both in the Constitution and the words of the leaders of the Revolution.

Key expressions: Religious media – national media – media evaluation – media quality – media organizations – normative theory.

An Explication of Executives' Characteristics as Viewed by Imam Ali (pbuh)

Arash Aqajani

The appointment of administrators and executives in both state and private organizations is of prime importance. To select