

The Pathology of the Current Physical Sale of Handwoven Carpets Based on Harrison's Organizational Pathology Model

Iman Zakariaee Kermani

Associate Professor, Carpet Department, Isfahan Art University, Isfahan, Iran (Corresponding Author)/
i.zakariaee@au.ac.ir

Zahra Kargar

Instructor, M. A. in Carpet Research, Carpet Department, Isfahan Art University, Isfahan, Iran/
zkargar.1995@gmail.com

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Introduction

The ever-increasing advancement of technology and the rapid growth of factors in the surrounding environment have created efficient aspects in various fields. Therefore, neither aligning with technology nor improving the basic level in the field of physical sales of handwoven carpets can cause damages. The market of handwoven carpet, especially in terms of its sale, is one of the cases that will face a fatal blow unless it fends off the traditional framework and takes note of technology in addition to physical sales. Although handwoven carpet is a national art that has deep roots in Iranian history, culture and civilization, a work of art requires fluidity, dynamism, and movement in order to maintain its place and relevance in the course of history. It is this change that can leave a phenomenon standing and active in any state, especially in the contemporary era when societies are moving along with the currents of technology.

Research Method

An increase in and a growth of sales in the field of handwoven carpets requires activity in social media and digital spaces; since the current era is dominated by electronic technologies, carpet business due to its advertising, marketing, designing, buying and selling dimensions cannot ignore media and digital spaces. The purpose of this article is to study and investigate one of the traditional ways of selling carpets, i.e., physical sales, which still largely depends on the traditional methods of physical supply of handwoven carpets. The main goal of this research is to explore the pathology of the physical sale of handwoven carpets in the contemporary society of Iran. For that reason, physical sales and the quality of its implementation in the market are studied and examined to uncover the weaknesses and damages created in this area. Therefore, the main question is, what threats are endangering the handwoven carpet market due to inappropriate physical sales? What is the classification of threats based on Harrison's model and the impact and performance of those threats on the field of handwoven carpets? What solutions can be effective in order to remove these threats in the field of physical sales? The information in this study was collected from the internet sources, articles as well as from evidences and opinions of 11 individuals active in this field,

selected purposefully. Also, it was completed based on theoretical saturation. The tool utilized in this research to identify the opinions of the interviewees was a semi-structured interview.

Research Findings

The specified results indicate the identification of 16 cases of threats in the field of physical sales of handwoven carpets, determined based on the classification of Harrison's pathology model; five cases of these threats were individual threats; five other cases included group threats, and six other cases were related to organizational threats. The performance and impact of threats on the field of physical sales and the general axis of this art-industry were short-term, medium-term, and long-term ones respectively. In the following, special solutions were presented for each case of threat. Since the field of physical sales is one of the main areas of sales which has a huge volume of target markets, it is impossible to ignore the threat caused in this area. These threats were largely caused by inappropriate physical sales in the domestic markets, and no effort was made to prevent them from getting worse. After drawing the desired situation and identifying the existing situation, the existing threats in the field of physical sale of handwoven carpets were identified and discovered. Sixteen cases of threats were identified, among which the threats in the field of physical sale of handwoven carpets were higher. Since different parts of the handwoven carpet in the target markets are related to each other, threats to one part of it can change different fields in the field of handwoven carpet to the extent that all the positive and negative consequences will be brought to the body of this art-industry. In order to reach the desired situation and to overcome the current physical sale of handwoven carpets, the investigation of harms and threats are necessary for the managers, workers, and producers active in this field. Utilizing Harrison's pathology model to do so, this study classifies them into three categories: individual harms, group harms, and organizational harms. Also, the performance and impact of harms in the area of handwoven carpets were determined. The results of their classification and their impact on the field of handwoven carpets were interpreted based on the three components of short-term and their impact on the field of handwoven carpets, medium-term damage and long-term damage in Harrison's pathology model. Based on each damage in this area, 16 correct and targeted solutions were presented according to the opinions of the interviewees.

Conclusion

In this study, after introducing the damages and their impact on the field of handwoven carpets, all of them were evaluated based on Harrison's pathology model; based on the components in this model, they were separated and interpreted into three categories: individual damage, group damage, and organizational damage. The results of this article showed that if each producer individually undertook a pathological study of himself and his products along with improving his level in line with today's age of technology, the damages would be less, and a process without damages from the individual level, to the group level, to the organizational level was multiplied. As mentioned, little and insufficient information about science and technology caused handwoven carpets business to remain in traditional frameworks. The damages identified in this research range from modern marketing and advertising to the arrangement of carpets and their sale.

Keywords: handwoven carpet, physical sales, pathology, Harrison model.