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Investigating the impact of Tik Tak management in the Nilguni ocean strategy on the retention of employees in the direction of floating thinking

Shahrzad Kohan Torabi [1,*], Haniyeh Ebrahimi Karahrodi [2]

[1]PhD in Industrial Management, Tehran University, Iran.
[2]Master, Business Administration, Tehran University, Iran.

***Corresponding Author:**
Sh.torabi@stu.ac.ir

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ABSTRACT

The purpose of the current research is to investigate the impact of Tik Tak management in the Nilgoni Ocean strategy on retaining employees in the direction of floating thinking. The research is applied in terms of objective and correlational in terms of descriptive method. The statistical population was formed by customers of Rang Golpaksh company, who were selected by determining the sample size, 518 people, through cluster sampling method and surveyed. In order to Data was collected using a standard questionnaire, whose reliability was checked through Cronbach's alpha, and their validity was checked through content validity and construct validity. Data analysis was done through SPSS software and structural equations were used to test the hypotheses, Sobel and vef tests were used to measure mediating variables, and the analysis of research hypotheses was to investigate the impact of Tik Tak management in Nilguni Ocean strategy on employee retention. It has a positive and significant effect on floating thinking and was confirmed.

Keywords: Tik Tak management, floating thinking, blue ocean strategy, employee retention, employee performance

Introduction

In Today, maintaining competent employees is the most important problem and task of organizations. A problem that, if solved, will lead to greater profitability and effectiveness in the organization. On the other hand, losing employees is costly for the organization. It should also be noted that most organizations spend significant sums of money every year to attract and maintain their employees, and while this is the case, every organization is able to attract a number of other employees, in addition to maintaining existing human resources, if appropriate methods are adopted. active employees of organizations as well [1-7]. (Retaining employees means preventing them from resigning and keeping them satisfied. To retain employees, organizations use diverse HR programs to attract, engage, and appreciate employees, offering greater work flexibility and modern benefits such as physical and financial wellness programs. Organizations need to continuously improve their performance in order to maintain their survival and progress in the competitive world. On the other hand, human resources can be considered as one of the most important organizational resources, which, especially in the new paradigm of knowledge-based economy, has presented itself under the title of "knowledge workers" [1-2]. The best managers usually refine the so-called strategy well and often supplementing the strategy with a few clear elements can spread easily throughout the organization and people are happy to see it happen. According to one of the chief executive officers of a luxury goods manufacturing company, "the role of the chief executive officer is to simplify the complexity and focus on expressing issues that are easier to understand. Planning plays an important role in the effective management of the tick-tock clock." To make the most

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of your time, you need to plan your day well. Doing things should not be just for the purpose of getting them done. Planning and managing the ticking clock gives a person a sense of direction and priority in his work and encourages him to finish on time. perform his duties [2]. Competition in the business environment dominates the minds of many managers in the world today, the managers consider the only way to win and succeed in their organization is to be ahead of the competitors and get more share of the existing demand market. Freeing the minds of managers from this competition requires a different look at the concept of Nilgoni's strategy on the sustainability of employee retention [2,8]. Golpaksh Color Company, with six decades of production activity, is a well-known name in the Iranian paint industry and a well-known brand among consumers in different countries. This research is a descriptive and survey study, the statistical population includes all employees of Rang Golpaksh Company. Today, maintaining competent employees is the most important problem and task of organizations. A problem that, if solved, will lead to greater profitability and effectiveness in the organization. On the other hand, the loss of employees is costly for the organization, and to solve this problem, according to the purpose of the research, we should increase the impact of Tik Tak management in the Blue Ocean strategy on retaining employees in the direction of floating thinking. For this purpose, the appropriate standard questionnaire of the research will be used by the probability sampling method and the Laserl software will be used to check the research findings.

Research conceptual model

The conceptual model of the research is shown in Figure 1

Research hypotheses

1. Tik Tak management has a positive and meaningful effect on the blue ocean strategy on retaining employees in the direction of floating thinking
2. Tik Tak management has a positive and significant impact on the blue ocean strategy
3. Tik Tak management has a positive and meaningful effect on employee retention
4. Tik Tak management has a positive and meaningful effect on floating thinking
5. Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of employee retention
6. Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of floating thinking
7. Employee retention has a positive and significant impact on the blue ocean strategy
8. Floating thinking has a positive and meaningful effect on the blue ocean strategy.

Theoretical foundations of research

The existence of the position of the senior manager in the organization brings very positive effects for the business. As an elder, the senior manager is present next to the groups that are growing rapidly, and by providing detailed guidance and mature solutions, he helps the managers to move in the right direction. He can follow the predetermined goals for the organization. or to carry out business development plans. The point that should be considered is that there should be a clear distinction between the job position of manager and senior manager [9-10]. The senior manager must support the managers against their extensive and heavy duties. A manager who wants to reach this job position must pay special attention and focus on his professional and personal development in the fields of leadership, talent development and coaching. The senior manager must be able to develop a revenue strategy for the organization and provide a detailed analysis of competitors, customers and other external market forces. The senior manager must have proper knowledge of financial topics such as budget, cost, accounting. Also, he should benefit from negotiation skills, communication techniques, the ability to present content, the ability to build a team, etc. The commitment of workers to the organization and other life commitments of employees, through these tools, changes their relationship with each of the organizations. Employee and Support While expressing appreciation for the role of key commitment factors, to recruit more employees and gain your commitment through the performance of the management programs organization, you consider how to treat your organization's most experience, in many of the cases, these employees understand the complexities of work better than supervisors and managers despite the floating thinking orientation. Given their long-term identification with their organization, they may be deeply committed to high-level goals. They use their expertise to guide floating thinking and get help in ways that new employees can't match. But many of them may also plan to retire soon. A management system that recognizes and rewards the sharing of knowledge creation. Expertise among employees that can be stored in databases that they can access and then motivate other employees. In all the employee retention strategies mentioned, there is a connection with the organizational culture, however, an environmental issue is more obvious in it. Today, employees want an open organizational culture and information sharing more than ever. They want to know in which direction the organization is moving and what will it look like in the future? How are the company's financial issues resolved? And what position does it have in the market? Beyond these, employees want to know what role their particular work has in the final plan and how they have helped the organization achieve its goals.

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If you operate in an open work environment where managers share information, you can reduce employee turnover by asking your employees about their status at regular intervals. From time to time, invite an outside mediator to get a more realistic view of how employees really feel [11-12]. Find out if employees "really" understand the organization's vision, mission, and values. At the same time, provide employees with information about how the company functions and where it is going. When employees are aligned with the company's values that you have clearly presented to them and have the information, they need to do their jobs, you will be less likely to see them leave their jobs .Rahimi and et al in research called the effect of Islamic ethics on the floating thinking of employees, firstly, the research method in this regard is qualitative method and through semi-structured interview of Persian Tex accounting professionals, which was selected by theoretical sampling method. Findings: The use of qualitative methods in the introduction of factors that include professional ethics and thinking floating in the mind and its consequences. Javadi and et al [7] used a library method and a questionnaire to test the hypothesis in research on the floating thinking of employees in the development and improvement of the accounting system of public companies. The research data from the accountants of public companies as a statistical community that was focused on, the results of the research showed that, in economic terms, the benefits of using the floating thinking of employees in the development and improvement of the accounting system of public companies, with the continued demand for the use of accounting staff is consistent in reducing errors in financial statements Alizadeh[13-14], in researches, the factors affecting employees' desire to leave their jobs were investigated . The purpose of this article was to investigate the relationship between the desire to leave a job and the components of organizational commitment, person-organization fit, job satisfaction, and psychological pressures caused by the work environment. The obtained results showed that there is a negative relationship between the components of organizational commitment, the components of person-organization fit, the components of job satisfaction and organizational justice with the desire to leave the job, and there is a positive relationship between the components of psychological pressure caused by the work environment with the desire to leave the job. Also, there was a negative relationship between the desire to leave a job with age, job category and formal employment, and a positive relationship with the level of education. Danai Fard and et al [6] in the article "The Role of Burnout in Voluntary Quitting Work by Mediating the Meaning of Work" 2019 recorded that developmenta et al l measures cause the elimination of burnout and retention of employees. In a research conducted by Mohammadi [15] in Tovanir company under the title of investigating the reasons for leaving the service of power plant specialists, it was shown that the highest correlation of nine factors (satisfaction with salaries and benefits, welfare facilities, areas for growth and emergence of creativity, management status) and decision-making, sense of job security, the state of human relations, administration and interest in work and company) with the tendency to leave employees' jobs are related to the variables of satisfaction with the received rights and benefits and interest in work and company and job security. Alizadeh reported that ,Sara Khammami et al. studied the factors influencing the willingness of employees of National Bank of Gilan Province to leave their service. The current research is applied in terms of purpose and descriptive of correlation type in terms of method. The statistical population of the present research is the employees of the Meli bank, numbering 1400 people, and using available sampling, 266 people were selected as a statistical sample. The required information was collected through a standard questionnaire, which has content validity and its reliability has been confirmed. Data analysis was done through descriptive statistics as well as inferential statistics through statistical techniques and structural equations and path analysis using Lisrel 8.5 software [14].

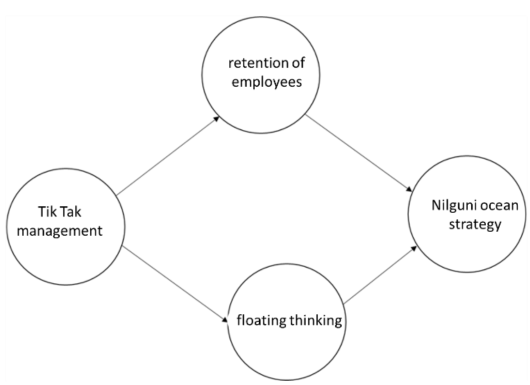

Fig. 1. Conceptual model of research

Method

This research is a descriptive-survey study, the community studied in this research are customers of Rang Golpaksh company. The quantitative data of this research was obtained through face-to-face and online surveys. In this regard, the required data were extracted from the standard questionnaire of 518 customers who participated in the online survey. The statistical sample was selected as a cluster. Due to the unavailability of the complete list of people in the study community, cluster sampling will be done.The method of collecting field information and measuring tool is questionnaire. Its validity is confirmed by the method of content, structure and image to an acceptable extent, and the reliability of the measurement is confirmed or rejected by Cronbach's alpha formula.

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A standard questionnaire was used to collect data. has been done, to analyze the data, first to check the acceptability of the theoretical model, the data analysis is done through spss software, in the first step, effective variables are identified by using a questionnaire. Experts and experts active in this industry are used to identify and identify changes. In the second stage, data analysis related to questionnaires and studies will be used to identify and select changes. In the third stage, important factors will be identified. In the fourth step, according to the output of the third step, we will examine the research through Lisrel software.

If the value of the obtained test statistic is greater than 1.96, it indicates that the null hypothesis is rejected at the error level of 0.05 and the effect of the variables is significant in this regard. The fit of the model was acceptable with a significance level of 0.0 and the estimation of the parameters was examined. The results of the measurement and structural part of the model were evaluated and in the final step it is called modification and the detection of the modification model for each of the free parameters, a unique value can be obtained from the data. The permanence of employees in the direction of floating thinking and Nilgoni ocean strategy and Tik Tak management separately affects the relationship between independent and dependent variables. In the standard estimation mode, the factor loadings are shown, the larger the factor loading is and the closer it is to the number one, that is, the observed variable (question) can better explain the underlying or hidden variable. If the factor load is less than 0.3, the relationship is considered weak and it is ignored. A factor loading between 0.3 and 0.6 is acceptable, and if it is more than 0.6, it is very desirable. In Figure 3, the confirmation of the significance level of the variables of the proposed research model after standard estimation of the hypotheses is shown as output and standard.

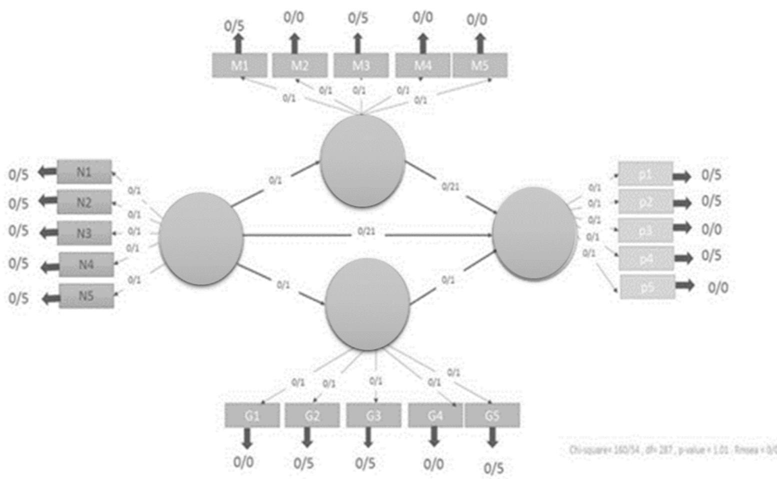

Fig 2. Estimation of research hypotheses in standard estimation mode

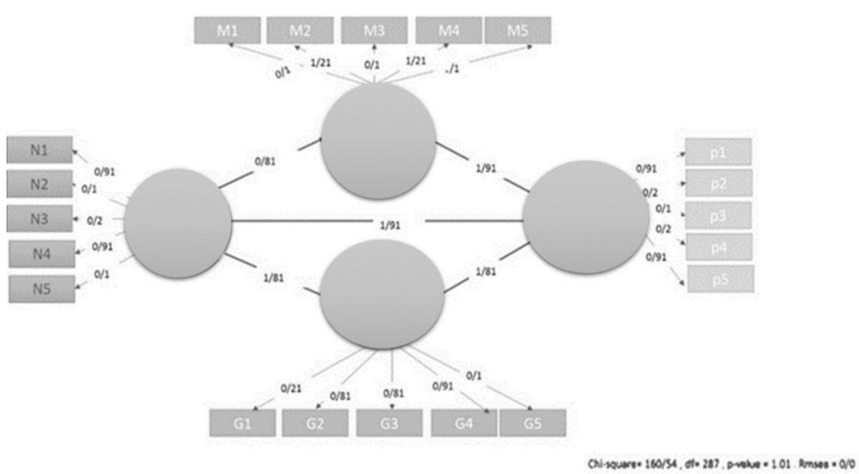

Fig 3. Confirmation of the significance level of the variables of the research suggestion model after the standard estimation mode of the hypotheses

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The estimated model indicators are as follows:
Root Mean Square Residual (RMR) = 0.16
Standardized RMR = 0.18
Goodness of Fit Index (GFI) = 0.87
Adjusted Goodness of Fit Index (AGFI) = 0.87
Parsimony Goodness of Fit Index (PGFI) = 0.57

As can be seen, the model's indicators indicate the appropriate fit of the model. The value of p2 is low and appropriate. In other words, the conceptual model of the research is largely consistent with the observed data. In other words, the output shows that the results of the final factor analysis as well as the relationships defined in the model were significant in all cases.

Table 1. Descriptive statistics of variables

Variables	Average	Middle	Max	Min	Variance	Standard Deviation	n
Retention of employees	0.91	0.89	0.16	0.97	0.87	0.786	518
Floating thinking	0.92	0.82	0.28	0.65	0.99	0.934	518
Nilgoni_sky ocean strategy	0.82	0.78	0.32	0.78	0.41	0.659	518
Tik Tak management	0.17	0.21	0.41	0.91	0.21	0.987	518

The results of descriptive statistics in Table 1 show that the mean and median of the data are close to each other and have a small standard deviation, so the data have a normal distribution. In order to test the hypotheses of the research, structural equations have been used

Table 2. factor loadings of the research along with validity and reliability index

Variables	CR	AVE	T-VALUE	Factor Loadings
Retention of employees	0.78	0.91	14.67	0.34
P1	0	0	1.8	0.89
P2	0	0	12.4	0.77
P3	0	0	6.8	0.863
P4	0	0	9.1	0.295
P5	0	0	18.0	0.678
Floating thinking	0.76	0.84	19.2	0.63
G1	0	0	17.07	0.89
G2	0	0	0	0.77
G3	0	0	0	0.863
G4	0	0	17.07	0.295
G5	0	0	18.0	0.678
Nilgoni-sky ocean strategy	0.88	0.79	1.0	0.63
M1	0	0	0.76	0.89
M2	0	0	0.43	0.77
M3	0	0	24.67	0.863
M4	0	0	1.8	0.295
M5	0	0	12.4	0.678
Tik Tak management	0.27	0.42	6.8	0.63
N1	0	0	9.1	0.89
N2	0	0	18.0	0.77
N3	0	0	19.2	0.863
N4	0	0	17.07	0.295
N5	0	0	0	0.678

As it is clear in the table, the factor loads related to the first hypotheses of Tash sham have significant values. Finally, the AVE (validity) was equal to 0.91 and the CR was 0.78, which are completely acceptable. Therefore, the above model can be used as a standard model with acceptable validity and reliability in other conditions as well. Sobel test is also called product of coefficients approach, delta method or normal theory approach. Sobel's test for inference about the coefficient of indirect effect ab is based on the same inference theory used for direct effect. The mediating variables of our research (floating thinking orientation and tick-tock management) are endogenous, that is, this variable is dependent on the independent variable and independent on the dependent variable. The indirect effect ab is a sample-specific estimate of the indirect effect in the population that is subject to sampling variance. Having an estimate of the standard error of ab and assuming that the data are normal and that the sampling distribution of ab is normal, a p-value for ab can be obtained. In general, in the Sobel test, normal estimation can be used to check the significance of the relationship.

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By having the estimate of the standard error of the indirect effect, the null hypothesis can be tested against the opposite hypothesis. The Z statistic is equal to the ratio of ab to its standard error. In other words, we get the Z-Value from the following equation:

$$z - value = a * b/SQRT\ (b2 * sa2 + a2 * sb2 + sa2 * sb2) \quad (1)$$

Table 3. Sobel test

Mediator	Std. Error of the estimate	Standard error estimate	Standard error	R	Model sobel	Value
Floating thinking	0.981	0.409	0.456	0.328	1	1.2
Tik Tak management	1.18	0.08	0.26	0.361	1	1.7

Based on the results of this table, predictor variables have been able to explain 45% of the changes in the variables of floating thinking orientation and tick-tock management, considering the error level of ∝=0.05, the Z value is greater than 1.96, the indirect effect observed statistically. It is meaningful. Values of path coefficients a and b as well as SE standard errors of each path were calculated from the outputs of the software in this calculator as shown in Figure 6 and Figure 7. Now its value is 0.98 and 0.83, it is outside the critical range, i.e., 1.1, and the moderating effect is confirmed. In the following, based on the results and the Sobel test, the direct and indirect effects of mediation hypotheses are shown.

Table 4. Direct and indirect effects of mediating hypotheses

Mediating hypotheses	Effective	Direct effect	Indirect impact
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of employee retention	0.644(0.001)	0.400(0.001)	0.244(0.000)
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of floating thinking	0.830(0.001)	0.559(0.000)	0.271(0.002)

Table 5. Sobel test of regression equation for hypotheses

Variables	Std. Error of the estimate	Standard error estimate	Standard error	R	Model sobel	Value
Retention of employees	0.981	0.409	0.456	0.328	1	1.2
Floating thinking	1.34	0.24	1.901	0.68	0	178.0
Nilgoni-sky ocean strategy	1.18	0.08	0.26	0.361	1	1.7
Tik Tak management	1.14	0.43	0.35	0.37	1	2.09

According to table 5, the total effect and the indirect effect and the effect of the Nilgoni ocean strategy on the retention of employees on the mediating role of Tik Tak management in the direction of floating thinking have a positive and significant effect with a significance level lower than 0.05 in all three relationships. Therefore, it can be claimed that mediation hypotheses have a significant effect, so these hypotheses are also confirmed. The analysis of all the hypotheses is done through the Sobel model for the variable of the hypotheses.

Table 6. VAF test for mediated hypotheses

Mediating hypotheses	A	b	c	VAF
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of employee retention	0.126	0.601	0.383	0.215
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of floating thinking	0.574	0.262	0.383	0.281

The amount of VAF is calculated from the following formula:

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$$VAF = \frac{a \times b}{(a \times b) + c} \tag{2}$$

Assumptions of the formula:
a. a value of the path coefficient between the independent variable and the mediator
b. the value of the path coefficient between the mediator and the dependent variable
c. Path coefficient value between independent and dependent variable

The purpose of the research is Tik Tak management has a positive and meaningful effect on the blue ocean strategy on retaining employees in the direction of floating thinking. By analyzing the hypotheses, a significant positive relationship has been found.

Table 7. Results of structural equation tests for hypotheses

Hypotheses	Regression	Multiple R	St. errs. of the estimate	t	Beta	Sig.
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on retaining employees in the direction of floating thinking	0.12	0.89	1.46	2.33	0.18	0.00
Tik Tak management has a positive and significant impact on the blue ocean strategy	0.27	0.77	1.8	4.18	0.65	0.00
Tik Tak management has a positive and meaningful effect on employee retention	0.308	0.863	1.7	9.67	0.863	0.00
Tik Tak management has a positive and meaningful effect on floating thinking	0.12	0.69	2.46	7.33	0.18	0.00
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of employee retention	0.27	0.787	3.8	8.18	0.65	0.00
Tik Tak management has a positive and meaningful effect on the blue ocean strategy on the mediating variable of floating thinking	0.308	0.63	2.7	5.69	0.863	0.00
Employee retention has a positive and significant impact on the blue ocean strategy	0.194	0.295	6.06	1.29	0.295	0.00
Floating thinking has a positive and meaningful effect on the blue ocean strategy	0.18	0.678	1.21	1.98	0.23	0.00

Conclusion

The purpose of this research was to Investigating the impact of Tik Tak management in the Nilguni ocean strategy on the retention of employees in the direction of floating thinking. The results of the current research show that the first to eighth hypotheses have been confirmed. The research of Roy and Morrow 2021 shows that, with the aim of showing the effect of leaving the job on the performance and efficiency of the departments and subordinate units of the organization, the involuntary leaving of the job has a direct relationship with the level of performance and efficiency of the organization. Also, leaving a job voluntarily is not significantly related to the level of organizational efficiency, and the loss of human resources due to the downsizing of the organization has an indirect relationship with the level of organizational performance and efficiency. It is similar to our research. According to the results of this research, the Nilgoni ocean strategy acts as a motivational tool. Through the orientation of floating thinking, one can determine the efficiency of a person in achieving goals. It motivates the person well to do a better job and helps him to improve his performance in the future. Companies use the Nilgoni Ocean strategy to evaluate employee performance to determine which employees have contributed the most to the company's growth, development. review and reward high-achieving employees. Because companies have a limited pool of financial resources from which to grant incentives such as pay raises and bonuses, floating thinking on performance appraisals helps determine how to allocate them. They provide a way for companies to determine which employees have contributed the most to the company's growth so that companies can reward their top performers accordingly. The power of employee performance evaluation technology has increased greatly in recent years. Companies use performance appraisals to determine which employees have contributed the most to the company's growth, monitor progress, and reward high-achieving workers.

Although there are many different types of performance reviews, the most common is the top-down review, in which the manager reviews his or her direct report. In order to complete this research, it is suggested that the following subjects be conducted by other researchers and students in similar organizations and companies and the results be compared. The impact of floating thinking orientation should be studied and researched. It should be studied in Nilgoni strategy. Examining the similar topic of floating thinking orientation and implementing the Nilgoni strategy in other organizations to compare the results of the research findings based on quantitative and qualitative criteria, so that the job activities and the results obtained from those activities are both evaluation criteria.

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