Measuring Corporate Social Responsibility for Competitive Success at a Regional Level

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Abstract Competitive environment takes organizations to the position to take advantage various tools and ways to develop quantitative and qualitative market. Corporate Social Responsibility, over several decades along with the development of social, political and commercial evolved and strongly has been influenced by globalization, mass communication, global trends and changes in the rules at international level. Present research aims to investigate the impact of corporate social responsibility on competitive success. A total of 195 small and medium enterprises (SMEs) in statistical population stratified random sampling method have chosen with appropriate sharing. Data collection tool was a questionnaire which its content validity has been confirmed by experts. Cronbach's alpha is equal to 0.976. The research hypotheses were tested using structural equation techniques. The results show that corporate social responsibility above, on competitive success and their performance has positive and significant impact. As well as performance of the enterprise has a significant and positive impact on competitive success.

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