

The impact of organizational support buyers and suppliers of personnel on the financial performance of companies operating in the industrial cities of Rasht and Anzali

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Financial performance, has great important among other performance indicators and any problem lead to trouble in its organizational processes. The main objective of this study was to evaluate the impact of organizational support buyers and suppliers of personnel on the financial performance of companies operating in the industrial cities of Rasht and Anzali. this study is applied and descriptive research. The population of this research is all the companies operating in the industrial cities of Rasht and Anzali and the calculated sample size are 167 companies and 167 suppliers. In this study, quota sampling method - simple random sampling method was used to companies and non-probability method have been used in the ion of suppliers. Data, collected standard questionnaires. To test the hypotheses, confirmatory factor analysis and structural equation modeling was used. The results of the study showed a significant positive impact of buyer's organizational support on personel organizational support, the reputation of the organization and functioning of financial buyers. On the other hand, a significant positive impact of supplier's organizational support on the reputation and credibility of organization and functioning of financial buyers also approved suppliers. In other assumptions also was approved impact of the reputation and organization credibility on the the financial performance of suppliers and buyers receipt. Finally, the last hypothesis, the positive and significant effect of the financial performance of suppliers on financial performance of buyers approved.

Keywords : Key words: financial performance, organizational support, reputation, manufacturing, structural equation modelin.

