

The impact on innovation performance review time playing interactive customer service bank branches in Rasht

Masomeh Norozi*, Masomeh Norozi,

Abstract: The major aim of this study is to determine The impact on innovation performance review time playing interactive customer service bank branches in Rasht. The present research is an applied one in its purpose, and survey-descriptive in its methodology based on structural equations. The population consists of all customers of Tejarat Bank in Rasht that have had the required standard in continuous using of self-service technology proposed by Bank. By using the formula of sample size (unlimited population), 200 people were chosen as the statistical samples and were been under sampling through available non-probability method. The tool of research was a standard questionnaire. Data analysis was conducted using SPSS 20 and Lizrel 8.54 Software to achieve the descriptive and inferential results. Testing the hypotheses of the research, the results showed that Dialogic Co-Creation has a positive . The results of this research were bases for proposing recommendations in two parts of applicable suggestions for managers and policy-makers of banking domain especially Maskan Bank in order to promote the policies of continuous use of Dialogic Co-Creation and future studies in order to bridge the gap in this area, to extend and improve the field of research in the domain of Dialogic Co-Creation.

Keywords : Keywords: Dialogic Co- Creation, Company - Customer relationship , knowledge Valuation, Customizing Capability , Service Innovation.

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[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)