

The relation between Corporate identity customer orientation and performance of small and medium enterprices (Case Study: Biemh Parsian)

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ABSTRACT The aim of this study was to determine the relationship between organizational identity, customer orientation and participation in Parsian Insurance Company's performance. In earlier studies ignored the effect of corporate identity, corporate identity into three parts in this research, communication, behavior and image is classified. The research method used in this study is quasi-experimental with post-test design, 151 patients were included in this study Parsian Insurance sales managers responded to the questionnaire. Structural equation modeling was used to test the hypotheses. Results showed operating company image, employee behavior and corporate communications on the company's performance in Insurance Corp has a positive effect. The results also showed that the operating company image, customer-oriented employee behavior and corporate communications through a positive impact on firm performance.

Keywords : corporate identity, organizational performance, customer satisfaction, Bimeh Parsian Co.

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