

the Role of Innovation in the Relationship Between Organizational Culture and Organizational Performance at the islamic public University of Guilan

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Abstract Efficient manpower and knowledge while creating value added in manufacturing and services, helps organizations to gain competitive advantage and sustainable development. Therefore, staff performance evaluation and improvement of the factors ensuring growth and organizational development. This study examined the relationship between organizational culture and organizational performance in the role of innovation in Islamic Azad University of Guilan province. The present study purpose and application of research methods, descriptive survey. The study Azad University of Guilan all managers and employees whose number is 850 people. Given that the Gilan province has 15 academic units was stratified random sampling method. The number of samples calculated based on the sample of 265 managers and employees Azad University of Guilan province. Organizational Culture Inventory (1991), organizational innovation omid (2002) and organizational performance Hersey and Goldsmith (1981) was used to collect data. In this study to test the hypothesis of LISREL structural equation modeling was used. The results of the analysis indicate that organizational culture with innovation intermediary role on organizational performance have a significant positive impact In addition, the test results show that the model is a good fit.

Keywords : Keywords: innovation, organizational culture and organizational performance.

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