

The Impact of Social Responsibility and Balanced Scorecard impact on the goals and vision of manufacturing companies in the industrial cities of Rasht

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Manufacturing companies are one of the most important industrial sectors in each country and in this regard strengthening its position is very important. Therefore present research aims to investigate the impact of Social Responsibility and Balanced Scorecard on the goals and vision of manufacturing companies in the industrial cities of Rasht. The research community is manufacturing firms in Rasht their number is 165 companies. Sampling in this study is a simple random sampling. For the simple random sampling Excel and the ability to generate random numbers were used. The number of samples obtained by this method is equal to 116 companies. The method of collecting data in this survey is field and data gathering tool was a questionnaire. In this study to measure the validity of the content validity and also to measure the reliability Cronbach's alpha coefficient was used. All analyzes data collected through software SPSS and PLS is done. To investigate the hypothesis has been used confirmatory factor analysis and structural equation modeling with partial least squares approach. Result the hypothesis of the research shows the significant and positive impact of social responsibility of the company on the financial perspective, the customer, objectives, internal processes, learning and development. In other research hypotheses significant positive influence aspect of innovation on personal responsibility, learning and development aspects on aspects of internal processes, Aspects of internal processes on the client, Customer aspects on financial aspects, financial aspects on goals, dimensions of internal processes on goals, aspects of growth and learning on objectives and finally objectives on prospects companies manufacturing industrial cities of Rasht was approved.

Keywords : Key words: prospect, goals, balanced scorecard, social responsibility, manufacturing companies, Rasht

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