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# **The impact of social responsibility and internal marketing staff in turnover intention According to role of organizational commitment (the case of tax administration Ardabil province)**

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**Abstract** With the increased competition and the development of human resource development, Organizations are trying to retain their talented employees And empower them so that they can exhibit high performance; However, organizations often fear that it will lose its human resources and their losses. In this regard, The present study sought to examine The role of social responsibility and internal marketing staff in turnover intentions According to role of organizational commitment among the employees of the State Tax Administration Ardabil province. The research is descriptive and functional purpose. Based on field data collection also considered.ive sampling method used in this research is simple random sampling. Using the sample in the sample and the population was estimated at 202 required. To collect the data, a standard that has been extracted the reference paper was used. Validity of the questionnaire by experts and its reliability by using Cronbach's alpha review and approval and then to analyze data obtained. Continuing to analyze data and test hypotheses derived the structural equation modeling With the LISREL software was used. The results suggest the hypothesis of the study. The variable internal marketing, social responsibility and commitment to the 70% of the variable explain turnover intentions. **Keywords:** internal marketing, social responsibility, commitment, turnover intention

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