The relationship between personality characteristics with job performance, considering the organizational identity in branches of Guilan province Melli bank

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Regarding to the background of Management studies we can find that investigating factors and variables related to occupation of employees in organizations goes back many years. also, investigating and getting to know the effective factors on job performance is considered one of the important management plans in the macro section in the present time. the general purpose of this research is the relation between personality characteristics and job performance ,considering the role of corporate identity and customer orientation. research method is descriptive and it's purpose is practical and the field data collection method is done using questionnaire tool.in the present research, the case study statistical society is employees of Guilan province Melli bank branches with the number of 870 people. Considering the Morgan table, the number of sample size was calculated as 266. 300 questionnaire was distributed among the employees of the Guilan province Melli bank using random sampling method. eventually 266 questionnaires were collected the employees and the data was analyzed with WARP PLS5 and SPSS 20 softwares.by analyzing the data it was determined that 95% of the personality characteristics have a relative relationship with corporate identity. corporate identity mediates the relationship between personality characteristics and employees job performance. also customer orientation adjusts the relation ship between corporate identity and employees job performance. And eventually the indircet relationship of personality characteristics and job performance through organizational identity is higher when is customer orientation is more.

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performance and customer orientation