

The Impact of Corporate Social Responsibility on Success in Competition (Case Study of Guilan Province Manufacturing Companies)

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Abstract In recent years, the importance of corporate social responsibility has increased in the economy of countries. also cause increases the competitive advantage of institutions, institutions and organizations. Main of this research measuring the Impact of Corporate Social Responsibility On the Competitiveness of Manufacturing Companies in Guilan province. Given the nature of the statistical community The Cochran formula is used for a limited society. 195 companies active in the province are ed by Inaccessible Available method as sample statistics. Research hypotheses have been tested using structural equation techniques. The results of the test showed hypotheses The social responsibility of companies has a positive and significant impact on their performance and competitive position. It was also revealed The social responsibility of companies has a positive impact on performance moderators. So that the most The impact of social responsibility on performance. And the least impact is Impact of social responsibility in terms of moderating role of company's performance. key words : social responsibility , company's performance , Competitive success ,Guilan state

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