

Explain the performance of food manufacturing companies in Guilan province with emphasis on the role of HRM, customer satisfaction and supply chain management

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Abstract Despite the fact that the researchers have been trying to strengthen organizational performance by providing guidance on appropriate social responsibility strategies, how much the organization's supply chain management influences organizational performance is still well Not understood. The overall objective of this research is to explain the performance of food companies in Guilan province with emphasis on the role of HRM, customer satisfaction and supply chain management. The research method is descriptive and its purpose is applied. The data gathering method is a field and its tool is a questionnaire. In the research, the survey population is food companies in Guilan province with 150 companies. According to Cochran's formula, 108 companies were sampled and a questionnaire was distributed among managers of 120 companies, which returned 112 valid questionnaires. Analysis method was Partial least squares analysis (PLS) method. All analyzes were performed using SPSS 22 and smart pls 2 softwares. The results showed that human resource management has a significant effect on the implementation and results of supply chain management. The effect of HRM on the results of supply chain management mediation through supply chain management; the effect of HRM on customer satisfaction mediation through supply chain management; the effect of supply chain management on organizational performance mediation Through customer satisfaction; the effect of HRM on the organizational performance is mediated through the results of supply chain management. Therefore, all assumptions were confirmed.

Keywords : human resources management, supply chain management, organizational

performance, customer satisfaction

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