

investigating the mediating role of competitive advantage, reputation and customer satisfaction in the relationship between social responsibility and organizational performance in food producing companies in Guilan province industrial town

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The purpose of this study was to investigate Relation between social responsibility and organizational performance According to Mediate role of customer satisfaction, Reputation and Competitive Advantage. The research method is descriptive and its purpose is practical. Data collection method is field and its tool is a questionnaire. In the present study population included enterprises producing food in Guilan with 150 A total of 103 companies were ed as the statistical sample using unpredictable sampling method. Assumptions were made through structural equation modeling using SPSS 20 and v.pls1.04b1 software. The data analysis revealed in 95% confidence level, there is significant relationship between organizational performance and social responsibility. As well as customer satisfaction, reputation and competitive advantage to mediate the relationship between social responsibility and organizational performance in the branches.

Keywords : Keywords: social responsibility, organizational performance, customer satisfaction, reputation, competitive advantage

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