
Explaining the Desire to Leave the Staff of the Emergency Department of the Health Center of Guilan Province with an Emphasis on Social Responsibility of the Organization and Internal Marketing

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Health care is one of the most basic needs of human societies And among them, medical emergencies have a special significance. Because in fact they affect the quality of life of human beings or humans. Therefore, the issue of employees turnover, specialist forces and some managers is one of the organizational problems, in the organization. Which has been a blow to the organization's movement and for managers of organizations seeking to maintain, maintain and utilize their human resources, is a particular problem and requires special attention. so , the main purpose of this research, is Investigating the Impact of Corporate Responsibility and Internal Marketing on Employees turnover intention of the Emergency Department of Guilan Service - Therapy Centers. Current research is an applied and descriptive research. The statistical population of the survey is all employees of the emergency department of Guilan Service - Therapy Centers. The method of sampling in this study is random sampling. The sample number includes 267 employees. A questionnaire was used to collect data. The analysis of the research data was done through SPSS and LISREL software and analyzed by by structural equation modeling approach. The results of the research hypotheses indicate positive effect of social responsibility of the organization and internal marketing on the organizational commitment of the emergency department staff of the Guilan Service - Therapy Centers. The negative impact of organizational responsibility and internal reciprocity on the employees turnover intention of the emergency department of the health centers of Guilan province was also confirmed. In addition, the negative impact of organizational

commitment on the employees turnover intention of the emergency department of the health centers of Guilan province was also confirmed. .

Keywords : KEYWORDS: turnover tendency, organizational responsibility, internal marketing, organizational commitment, emergency department of Guilan province

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