

The Effect of Innovation on Financial Performance by Social and Economic Dimensions of Social Responsibility in Rasht Metropolitan Hospitals

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The main objective of this research is to investigate the effect of innovation on financial performance through social and economic dimensions of social responsibility in Rasht's metropolitan hospitals. This research is applied in terms of its purpose and in terms of research method, it is a descriptive correlation research, because in addition to describing the existing situation, it tests the hypotheses based on predictions based on relationships and seeks to determine the influence of each of the variables using Structural Equation Modeling Test And because of its results, it can be applied in the hospitals of Rasht metropolis. The statistical population of this research includes all employees of Rasht Metropolitan Hospitals. Given the fact that the size of the statistical population is limited and its number is 3000, Morgan table is used to determine the sample size. According to Morgan's table, the sample size is 341 people. The sampling method used in this research is a cluster probabilistic sampling method. To collect data this research, the standard questionnaire of Sagunawaro et al. (2016) has been used. To analyze the data of this study, spss software was used in descriptive statistics section using mean, standard deviation, maximum and minimum value, and in inferential statistics, Lisrel software was used to test hypotheses and analyze the data. The results indicate that innovation in financial performance is influenced by the social and economic dimensions of social responsibility in the metropolitan hospitals of Rasht.

Keywords : Innovation, Financial Performance, Social Responsibility

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