

# **Impact of Brand Identity Management Dimensions on Brand Performance of the Company with Emphasis on the Role of Staff Commitment (Case Study: Active Manufacturing Companies in Rasht)**

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The main objective of this research was to determine the effect of brand identity management dimensions on brand performance by mediating employee commitment. The research method was descriptive-correlational. The statistical population consisted of all employees of the manufacturing companies of Rasht. Using random sampling method, 400 manufacturing companies were ed. The research questionnaires consisted of Brand Identity Scale, Organizational Commitment, and Brand Performance, which research hypothesis were tested by using structural equation modeling in AMOS version 24. The results of this research showed that brand identity management has a significant and direct effect on organizational commitment (beta coefficient: 0.638). In the next one, organizational commitment has a significant and direct effect on brand performance (0.597). Brand identity management has an indirect impact on organizational performance with a direct impact on organizational commitment (beta coefficient: 0.638). Brand Identity Management has been able to explain 41% of the variance in employee organizational commitment. In the next, brand identity and organizational commitment has been able to explain 36 percent of the brand's variance.

**Keywords :** Brand Identity Management, Brand Performance, Employee comitment, Manufacturing Companies in Rasht

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