

The Impact of Employees Advocacy on Job Satisfaction and Organizational Commitment (Case Study: Municipality of Rasht)

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The aim of this study is to assess the impact employee advocacy on job satisfaction and organizational commitment in the municipality of Rasht. In this study organizational innovation, management support and employee empowerment are considered as independent variables, job satisfaction and organizational commitment as the dependent variable As well as support staff as mediator. Current study in terms of the nature and purpose of the survey is applied and in terms of procedure is descriptive and analytical. In order to collect data have been used field methods. The data collection tool is standardized questionnaires. In this study, to describe and analyze the obtained data used descriptive and inferential methods. In the descriptive has done using statistical characteristics analyze and describe the characteristics of the community such as frequency distribution, mean, standard deviation and coefficient of variation. In Inferential statistics level in order to test the hypothesis used structural equation modeling. In this study, to analyze data used software SPSS, LISREL. The results of the research showed that organizational innovation, management support and empowerment have affect on employee advocacy, and also employee advocacy has affected on job satisfaction and organizational commitment.

Keywords : Keywords: Organizational Innovation, Management Support, Empowerment, Employee Advocacy, Job Satisfaction, Organizational Commitment

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