

# **investigate the effect of organizational and organizational structure factors on the moderating role of corporate support of personnel and management commitment on customer relationship management performance (Case Study: Ghavamin Bank of Guilan Province Branch)**

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**Due to the role of banks in financial markets and as a result of each country's economy, the performance of banks is of particular importance. Banks carry out their activities at the community level through physical branches, therefore, the correct management should be considered at the level of branches of banks. Identifying the factors of improving performance in the banking system can be a prerequisite for a change in the banking system of Iran. In this regard, the main objective of the research is to investigate the effect of organizational and organizational structure factors on the moderating role of corporate support of personnel and management commitment on customer relationship management performance. The research method is correlation and the statistical population of the research is customers of branches of Ghavamin n Bank in Guilan province. It needs to be explained that 30 branches are located in Gilan province. Due to the limited statistical population, sampling method in this research is census type. In this research, senior executives of the branches, which include the head of the branch, the deputy of the branch, the head of accounting and the head of credit, are ed as respondents to the questionnaire. In this research, 4 questionnaires are distributed in each branch. The**

sample size includes 120 people. After data collection by standard questionnaires, structural equation modeling technique with partial least squares approach was used to assess the relationships between variables. In general, all data analysis was done by using SPSS and PLS software. The results of research hypotheses indicate the impact of technical structure and organizational structure on the performance of customer relationship management. The moderating role of organizational support for staff was also confirmed by the relationship between technical structure and customer relationship management performance. In addition, the moderating role of management commitment in relation to organizational structure and customer relationship management performance was also confirmed.

**Keywords :** Key words: customer relationship management, technical structure, organizational structure, organizational support of employees

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