

The effect of corporate social responsibility on organizational performance with the mediator role of organizational Innovation (Case Study: Food and Beverage manufacturing companies in Rasht)

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Abstract The purpose of this research is to investigate the effect of corporate social responsibility on its performance considering the mediator role of organizational innovation in companies working in the field of food and beverage production. Therefore, the present research is an applied one in terms of purpose and a causal descriptive survey in terms of procedure. The population of this research is a set of food and beverage manufacturing companies in Rasht. This research used field method and questionnaire for data collection. The research data were collected 52 companies based on Morgan Table and by random (quota) sampling method. In order to analyze the data, the method of structural equation modeling based on partial least squares was used in SmartPLS software. The results demonstrated that corporate social responsibility has a significant positive effect on its performance both directly and indirectly through organizational innovation. Also, the study of company size and its activity history showed that organization size has a significant positive effect on corporate social responsibility and its performance. It means that increased size is expected to increase corporate responsibility and thus its performance. The history of the organization activity also has a significant positive effect on corporate social responsibility. But the effect of the company's activity history on performance was not confirmed. **Keywords: Corporate Social Responsibility, Performance, Organizational Innovation**

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Innovation

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