

The Role of Supply Chain Integration on the relationship between organizational commitment and multi-skilled workforce with a competitive performance (The case of private banks and public Gilan Province)

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Active banks and financial institutions are one of the most important service organizations in the banking industry in each country. Therefore, it is very important to achieve the desired performance of banks and financial institutions in today's competitive and dynamic conditions. In this regard, the main purpose of this research was to investigate the integrating role of supplying chain in relation between the organizational commitment and multi-skilled workforce with the competitive performance of private and public banks in Guilan province. The research method was correlation and statistical population was all public and private banks in Guilan province. The sampling method in this research was random and the sample size was 177 branches. After data collecting 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 performed using SPSS and PLS software. The results of the research hypotheses show a positive impact of organizational commitment on supplier integrity, internal integrity and customer integrity. The positive impact of managers and staff being multi-skilled, on supplier integrity, internal integrity and customer integrity was confirmed. The positive impact of internal integrity on the supplier and customer integrity was also confirmed. In addition, the positive impact of supplier integrity, internal integrity and customer integrity on competitive performance was also confirmed.

Keywords : Competitive performance, Supplying chain integrity, Organizational

commitment, the managers and staff being Multi-skilled

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