

# **The Effect of Social Responsibility and organization Internal Marketing on Organizational Commitment and Leave intend of the Job of Alborz Distribution Company employees**

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**Abstract** The main objective of this study was to measure the impact of social responsibility and internal marketing on organizational commitment and job leave intend of of Alborz Distribution Company employees. The research method is descriptive-applied. The statistical population was all employees of the Alborz Distribution Company of the whole country. Using random sampling method, 297 employees of Alborz Distribution Company were ed. The research tools were social responsibility scale, internal marketing, organizational commitment, and and job leave intend of of Alborz that were tested by structural equation modeling in AMOS software version 24. The hypotheses and the research model were tested. The results of this research showed that organizational commitment (Beta coefficient: -5.151) has a direct and reverse effect on employees' intend to leave their jobs. In the next, social responsibility (Beta coefficient: 526/0) and internal marketing (beta coefficient: 370/0) have a direct and positive effect on organizational commitment. In the next, social responsibility (beta factor: 295/0) and internal marketing (beta factor: 204/0) have a direct and indirect effect on organizational commitment, indirectly and retroactively, on the leave intend. In addition, the coefficients of determining the dependent variables of the research show that social responsibility, internal marketing and organizational commitment can explain 30% of the variance in the staff. leave intend. In the next, social responsibility and internal marketing have managed to explain 42% of organizational commitment variance. Also, the job record has an moderating impact on the relationship between organizational commitment and the job leave intend (change in the coefficient of determination: 0.010; change in

coefficient f: 5.876; significant level: 0.016). And with increasing job history, the intensity of the relationship between sport commitment and the job leave intend decreases and vice versa, with a decline in the job record, the severity of the relationship between organizational commitment and leave intend is increased. Application of results to reduce the Behavioral intention of employees to leave a job can be an effective lesson to managers in order to increase the level of organizational commitment, improve their social responsibility and employees, as well as effective human resource management planning, have a negative effect on long-term performance Reduce and, more importantly, prevent mental and behavioral abandonment of employees.

**Keywords :** Keywords: Social Responsibility, Internal Marketing, leave intend of Employees, Occupation, Employees of Alborz Distribution Company

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