Impact of organizational development on the employees' behavior regard to role of employees' attitude in Banks of Guilan Province (Case study: Melli and Keshavarzi Banks in Guilan Province)

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Abstract The total purpose of this study was to investigate the Impact of organizational development on the behavior regard to role of employees' attitude in the Melli and Keshavarzi Banks of Guilan Province. The research method is descriptive and its purpose is applications, data collection method is field and its tool is questionnaire. The population studied in the present investigation is employees' Melli and Keshavarzi Banks of Guilan Province with 2182 people. Considering the total number of target population and Morgan table, sample size is 326 that using to Non-probability available sampling 380 questionnaires was distributed. Finally, 352 questionnaires were collected staff and the data were analyzed. In 95% confidence level, all assumptions in both banks were approved, except relationship between social capital with commitment to service quality in branches of Melli banks and relationship between social capitals with commitment to the firm with Organizational citizenship behavior in branches of Keshavarzi banks. Keywords: Organizational investments in social capital, Commitment to the firm, Commitment to service quality, Job performance, Organizational citizenship behavior

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