

Explaining the financial performance of companies based on environmental management system, switching cost and competitive intensity)Case study: Industrial towns of Rasht city(

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Abstract The purpose of this study was to explain the financial performance of companies based on environmental management system, switching cost and competitive intensity in industrial companies of Rasht city. The method of this research is descriptive. The statistical population of the research is industrial enterprises of Rasht city, randomly ed by 121 companies and data were collected by field survey and by using a questionnaire.To assess the validity of the research instrument, the content validity method was used and the Cronbach's alpha coefficient was used to confirm the reliability of the research variables. The partial least squares method (pls) was used to analyze the data due to the moderating variable in the research model.The results showed that environmental management system has an impact on company performance. Among other research findings, the role of moderating the intensity of competitive intensity and switching cost in the impact between environmental management system and financial performance was observed. Also, the results indicated that the research model could ultimately explain 67 percent of the performance **Keywords:** financial performance, switching cost, competitive intensity, environmental management system

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