

# **Investigate the effect of organizational factors on the performance of manufacturing companies and ranking these factors by PLS (Case study: manufacturing companies in Rasht Industrial Town)**

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**The evaluation of corporate performance is one of the most important issues for investors, creditors, governments and managers. Performance information enables organizations to gain competitive advantages. Organizational factors are one of the most important factors affecting company performance. Organizations can not function properly regardless of the dimensions of organizational factors such as innovation, commitment risk, human resources, financial resources and information systems, and organizational structure. And only at the level of organizations with normal organizational performance. Therefore, the main objective of this research is to investigate the effect of organizational factors on the performance of manufacturing companies in Rasht Industrial Town and ranking these factors. Current research is a type of applied research and is a descriptive research in terms of research classification according to the method of data collection type. The statistical population of the research is the manufacturing companies of Rasht Industrial Town. The sampling method in this research is simple random sampling and the sample size is 119 companies. Data gathering method In this field research and data gathering tool, Feliko and Rodriguez (2015) questionnaires. In this research, content validity was used to measure the validity and also the Cronbach's alpha coefficient was used to determine the reliability , whose values for all variables of the model are higher than/0 7. The results of research hypotheses indicate the impact of service innovation, management commitment, human resources, financial resources, information systems and organizational structure on the performance of the**

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company.

**Keywords : Key Words: Organizational Performance, Organizational Factors, Manufacturing Companies, Structural Equation Modeling with Partial Least Squares.**

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