

# **Investigating the relationship between human resource flexibility and organizational innovation considering the mediating role of organizational culture compatibility (Case Study: Gilan Blood Transfusion Organization)**

Hajar Kardan\*, Dr. Hamidreza Rezaei Kelidbari,

**In recent decades, the perception of innovation and its overall impact on national welfare has significantly changed . Many researchers have emphasized the importance of innovation as a tool of creativity and the key driver of sustainable competitive advantage in today's turbulent environment. So, the main objective of this research, is Investigating the relationship between human resource flexibility and organizational innovation considering the mediating role of organizational culture compatibility (Case Study: Gilan Blood Transfusion Organization Staff). This research is applied based on the purpose and descriptive in terms of data collection . The statistical population of the study is the personnel of the Blood Transfusion Organization of Guilan province. The sampling method is simple random sampling and the number of samples is equal to 141 people. The data gathering method in this field research and data gathering tool is a questionnaire. In this research, Cronbach's alpha coefficient was used to measure the validity of content validity and also to measure reliability, and its values for all model variables were higher than 0.7. All analysis of the data collected through SPSS and Laser software. Confirmatory factor analysis and structural equation modeling are used to study the research hypotheses. The results of research hypotheses indicated that the positive and significant impact of human resource flexibility on process innovation, service innovation and organizational culture compatibility . In other hypotheses, the positive and significant**

---

**impact of organizational culture adaptation on process innovation and service innovation has been confirmed. Finally, in the research hypothesis, the impact of process innovation on service innovation was confirmed. .**

**Keywords : Key words: process innovation, service innovation, human resource flexibility, organizational culture, blood transfusion organization**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)