

The effect of CSR on innovation and firm performance in Active SMEs in Rasht Industrial City with considering the moderating role of competitiveness

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Abstract Today's in a complex, dynamic and highly variable environment, Companies need to design and devise strategies that be able to help them to improve their business performance. The aim of this study was to assess the impact of corporate social responsibility on the innovation and performance of small and medium enterprises active in Rasht Industrial City considering the moderating role of company competitiveness. The methods of this research was descriptive and functional. The population of this research were managers of small and medium enterprises in the city of Rasht that included 165 companies and the number of samples with using Cochran formula considered 95 companies. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS 3 software. According to the results of the data analysis, the first and second hypotheses of the research were confirmed. That is, the hypothesis test showed that the social responsibility variable influenced the innovation and performance of small and medium enterprises active in the industrial city of Rasht (SMEs). But the mediator role of innovation and competitiveness in the relationship between social responsibility and corporate performance was not significant.

Keywords : **Keywords:** Social Responsibility, Competitiveness, Innovation, Corporate Performance, SMEs, Rasht

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