

# **Investigating the Impact of Social CRM Capabilities on Corporate Performance with the Intermediation of Customer Participation and the Moderating Role of Social Media Applications (Case Study: All Insurance Companies in Guilan)**

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**Abstract:** The purpose of this study was to examine the impact of social CRM capabilities on the performance of companies with the role of mediating customer participation and the role of moderating the use of social media. ; The method of this study is a descriptive-correlational study and it is in terms of the nature of the target. The statistical population of this study is the whole insurance companies of Guilan province. The sample of the research is composed of customers and employees of these companies, using the Cochran formula 205 people were ed by available non-probability sampling method. Data were collected using a questionnaire and then analyzed by SPSS software and SMART PLS software. The results of this research indicate that social corporate CRM capabilities and customer participation can affect business performance, but social networking variables can not modulate the company's CRM capabilities.

**Keywords :** Keywords: Social CRM capabilities, Corporate Performance, Business, Social Networking, Insurance Company.

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