

The effect of corporate social responsibility on business performance with the Moderator role of continuous improvement (Case Study: Small and medium-sized enterprises of Ardebil)

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The issue of social responsibility has gained a lot of importance among companies. The performance of a company against customers will have a predictable effect on staff, beneficiaries and the environment. The current research tries to study the effect of social responsibility of a company on this performance with regard to the modifying role of continuous improvement in small companies in small and average industrial enterprises in Ardabil city. So, this study, based on its goal, is considered an applied research and in respect to this producer, is a descriptive - practical one. The population of the study includes a complex of small and average industrial companies in Ardabil city. The study enjoys a field data - collection and the instrument of the study is questionnaire. The data were collected from 175 companies according to Morgan table among 320 companies using a random sampling method. To do data analysis, the least square method in smart PLUS software was used. The results of the study demonstrate that social responsibility of a company will have a positive significant influence on its business performance. Moreover, the effect of the modifying parameter of capacity of continuous improvement and its aspects including velocity and coherence between social responsibility and business performance was confirmed.

Keywords : social responsibility of company, capacity of continuous improvement, velocity and coherence

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