

Investigating the role of entrepreneurship mediation between strategic HR management and company performance (Case study: Sadegard Bank of Guilan Province)

Ali Ghasempour Gharabayi*,

Abstract With the advent of strategic literature, the strategic aspects of human resource management and entrepreneurial activities in organizations have been among the most important subjects of research. In the literature, the effect of strategic HRM (SHRM) on corporate performance has been widely studied. In recent years, some scholars have also shown significant interactions between entrepreneurship orientation (EO) and human resource practices. In this study, we focus on the important role of entrepreneurial orientation on the relationship between SHRM and company performance. For this purpose, a questionnaire (Zehir et al., 2016) was extracted and prepared the bank of Saderat in Guilan province. Data analysis was performed by SPSS software and Smart PLS through questionnaires. The results of the analysis show that entrepreneurial orientation embraces the relationship between strategic HRM and firm performance (both financial performance and employee performance).

Keywords : **Keywords:** Strategic Human Resource Management Corporate Performance Financial Performance Employee Performance.

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