
The impact of social responsibility and internal marketing on job rotation with the mediating role of organizational commitment (Case Study :Resellers of Guilan Insurance Companies)

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The proper turnover of personnel in different businesses makes the suitability of jobs with their employees consistently maintained. Given the fact that man moves for excellence and evolution, constant persistence of personnel in posts and organizational jobs is not in the interests of the organization and not in the interests of its employees. The purpose of this study was to investigate the effect of social responsibility and domestic marketing dimensions on job turnover with the role of mediation of organizational commitment of sales representatives of insurance companies in Guilan province. Field methods were used to collect information about the research variables. The statistical population of the study consisted of all sales representatives of insurance companies of Guilan province. Using Cochran's limited volume formula, 268 people have been calculated as the research sample. The questionnaire included 39 questions that were extracted Kim et al. (2016). After confirming the validity and reliability of the questionnaire, the statistical data of the research were analyzed using structural equations modeling. The results show that the dimensions of accountability other than (ethical responsibility) and internal marketing dimensions have a positive and significant effect on organizational commitment and ultimately on job turnover.

Keywords : Social Responsibility Dimensions, Internal Marketing Dimensions, Organizational Commitment, Job Turnaround

