

The Impact of Corporate Social Responsibility Dimensions on Intention of Referral (Case Study: Hotels of Guilan Province)

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Today, companies consider human resource management and intellectual capital as a prerequisite for developing and encouraging knowledge-based management for innovation performance goals. The purpose of the present research is to investigate the effect of knowledge-based human resource management practices on intellectual capital and innovation of knowledge based companies based in Guilan Province Science and Technology Park. The method of this research is descriptive and in terms of its purpose. The statistical population of the research is knowledge based companies based in Gilan Province Science and Technology Park. The method of data collection was field and its tool was a questionnaire. The Kolmogorov-Smirnov test was used to test the normal variables. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research was assessed by Cronbach's alpha method and it was confirmed that the alpha value was higher than 0.7% acceptable. Data analysis was done through descriptive statistics and using PLS software, inferential statistics were obtained through structural equations and path analysis. The results show that knowledge-based human resource management has a positive and significant effect with the mediation of human capital on structural capital and communication capital. Human capital, with the mediation of structural capital, has a positive and significant impact on the performance of innovation. Human capital with the mediating of capital has no positive and significant impact on innovation performance. Knowledge-based human resource management does not have a positive and significant impact on the performance of innovation by mediating capital. Knowledge-based human resource management has a positive and significant impact on the performance of innovation through mediating capital.

Keywords : Keywords: Innovation Performance, Human Resources Management, Knowledge Management, Intellectual Capital, Knowledge Based Foundations

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