
Investigating the Impact of Corporate Social Responsibility on Competitive Performance of SMEs

Mehrdad Darvishnejad*,

In the area of corporate competition for gaining competitive advantage, creating value for customers and satisfying them, social responsibility debate has been a decisive factor in recent years. The purpose of this research is to Investigating the Impact of Corporate Social Responsibility on Competitive Performance of SMEs. The statistical population of the research is the companies active in the production of household appliances in Guilan province. These companies include Pars Khazar Co. and associated companies and satellite companies affiliated with this company, which number is 23 companies the standard questionnaire was provided to them after validity and reliability verification. After completing, they were entered into SPSS 24 and Smart PLS 2 for statistical analysis. The results of the data analysis showed that all the hypotheses were confirmed .

Keywords : Social Responsibility, Competitive Performance, Small and Medium Enterprise

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)