

# **The Effect of Social Responsibility of the Organization on Innovative Behaviors and Personnel's Desire to Stay in the Organization with the Intermediation of Employee Employment (Case study: Employees of Agricultural Bank Branches in Guilan province)**

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The main purpose of this study was to measure the effect of corporate social responsibility on innovative behaviors and the desire to stay in the organization by mediating job involvement of employees. The research method was descriptive correlational. The statistical population of this study is all employees of the branches of Leshavarzi Bank in Guilan province. Using random sampling method, a sample of 231 employees was selected. The research questionnaires included the scale of Corporate Social Responsibility, Job Engagement, Innovative Behavior and Desire to stay in the Organization. The research hypotheses were examined using the structural equation model in Amos software version 24. Findings of the research indicate that job involvement has a significant and direct effect on innovative behavior (beta coefficient: 0.554) and desire to stay in the organization (beta coefficient: 0.586). Also, CSR-Employees (Beta Coefficient: 0.438), CSR-Environment/Community (Beta Coefficient: 0.221) and CSR-Customers (Beta Coefficient: 0.376) have a significant and direct effect on employees job engagement. CSR-Employees (Beta Coefficient: 0.243), CSR-Environment/Community (Beta Coefficient: 0.122) and CSR-Customers (Beta coefficient: 0.209) through direct effect on job engagement have a direct effect on innovative behavior. CSR-Employees (Beta Coefficient: 0.257), CSR-Environment/Community (Beta Coefficient: 0.129) and CSR-Customers (Beta

**Coefficient: 0.221) Through direct effect on job engagement have a direct effect on desire to stay in organization. Corporate Social responsibility dimensions have been able to predict 38 percent of the variance in employee job engagement. In addition, corporate social responsibility and job engagement have been able to predict 31 and 34 percent of the variance of innovative behavior and desire to stay in the organization, respectively.**

**Keywords : Corporate Social Responsibility, Innovative Behaviors, Desire to stay in the Organization, Job involvement.**

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