

The impact on the profitability of the effectiveness of organizational buy food manufacturing company in Guilan

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changes in customer behavior study in the field of e-services industries, reveals more than ever. In this study, the correlation between independent variables value-based purchasing. participation in buy side and to share information on the dependent variable organizational effectiveness is evaluated. The main objective of this research, the effect on the profitability of the effectiveness of organizational buying food manufacturing companies in the province of Gilan. Therefore, the study of research and the markets in terms of data collection and research is a descriptive study. The population in this study is that the number of companies Gilan Province 197 food distribution company. Sampling and non-sampling in this research is available. To collect the data in this study was a questionnaire. To investigate the hypothesis of linear regression analysis were used. As a result of hypotheses testing has shown toward value in buying the profitability of the organization. Adverse impact on the profitability of the organization's involvement was confirmed. The impact on the profitability of the organization's information sharing were approved. Others examine three hypotheses that moderating role in the relationship between firm size and profitability of value-oriented shopping, accessories involvement and profitability, and share information and profitability was confirmed.

Keywords : Buy the effectiveness of an organization, company size, profitability, production companies, Gila

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