

Explaining the performance of the company through a learning organization and organizational commitment in pharmaceutical companies in Guilan province

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Today with increasing competition between companies and in line with corporate change, each company seeks to be more productive and has attracted the attention of humanities researchers. Understanding corporate issues leads to more impact on them. In a competitive atmosphere today, businesses are striving to boost and sustain themselves with change through sustained competitive advantage through corporate performance improvements. Always in most companies around the world, managers are looking to upgrade and improve the performance of their companies. In such a situation, companies are inevitably looking for new ways to improve their performance. Pharmaceutical companies in every country are of great importance for the welfare and health promotion of that society, and paying attention to the performance of these companies and developing it has a special place in the academic research of all countries. The purpose of the research is to explain the company's performance through a learning organization and organizational commitment in the pharmaceutical companies of Guilan province and the research is based on the objective and based on the descriptive nature of the causal. The research community is the members of the board of directors and middle managers of the pharmaceutical companies of Guilan province. Using a purposeful sampling method, 43 questionnaires were received. To test the hypotheses, the analytical method of least squares is applied using SPSS 22 and Smart PLS 3 software. The results indicate that effective factors have a significant positive effect on organizational performance and learner organization has the most impact on the performance of pharmaceutical companies; the role of mediating organizational

commitment between learning organization and organizational performance has been accepted

Keywords : Learning Organization, Organizational Commitment, Organizational Performance, Pharmacy Company

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