

The impact of bank social responsibility on customer satisfaction with mediating role of brand image (Case: Melli Bank in Rasht Province).

Fatemeh Sedaghat sorkoohi*,

The employees are among the key beneficiaries of the General Directorate of Road and Urban Development in Guilan province, which is essential for their vision and perception and their responsiveness to organizational accountability methods for the organization. Strategic plans in the organization are implemented only with the participation and support of the staff. Considering that citizenship behavior is not a part of employee's duties and it is voluntary, employee perception of social responsibility of the organization can influence the individual and daily decisions and behavior of the employees. Therefore, we decided to determine the effect of the organization's social responsibility on employee's citizenship behavior, organizational commitment And job engagement of the staff of the General Directorate of Roads and Urban Development Gilan Province. The method of this study is applied in terms of purpose and is a survey-descriptive study in terms of method. The sample was ed in a random sampling method. The required data were collected using questionnaires of Azim(2016) Organizational Citizenship Behavior (2016), job engagement Azim(2016), Organizational Commitment Azim(2016), Social Responsibility Ozma (2017). Reliability and validity of the research instrument were measured by factor load, composite reliability, alpha-coronbach, convergent validity and divergent validity. Data were analyzed using SPSS and SPSS software using partial least squares (PLS). Data analysis showed that social responsibility of organization has a positive and significant effect on organizational citizenship behavior, organizational commitment and occupational attachment of employees. On the other hand, organizational commitment has a positive and significant effect on organizational citizenship

behavior and job engagement of employees. Also, the findings of Sobel test showed that social responsibility with organizational citizenship behavior in the employees of the Department of Roads and Urban Development of Gilan province indirectly Through the mediator variable, organizational commitment is explained.

Keywords : organization social responsibility, citizenship behavior, job engagement, organizational commitment, employee of General Directorate of Roads and Urban Development Gilan Province

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