

The Interaction Effect of Corporate Social Responsibility and Service Quality on Employees' financial Performance of Companies active in Rasht Industrial Town

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The purpose of this study was to measure the interactive effect of corporate social responsibility and service quality on financial performance of companies operating in Rasht Industrial Town. Research is an applied and descriptive survey purpose. The statistical population of the research is active companies in the services sector of Rasht Industrial Complex. A cluster sampling method was used to 212 companies the directors or financial assistants of ed companies. The data gathering tool was a questionnaire whose validity was confirmed by content validity method and confirmed by Cronbach's alpha. In order to analyze the data, structural equation modeling method based on partial least squares approach was used by Smart PLS3 statistical software. The findings of the research showed that job satisfaction and customer satisfaction are mediatorial in relation to organizational social responsibility and financial performance. The role of mediator of job satisfaction and customer satisfaction was also confirmed in the impact of service quality and financial performance

Keywords : Corporate Social Responsibility - Service Quality - Financial Performance - Job Satisfaction - Customer Satisfaction

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