

# **The Impact of Corporate Social Responsibility on Organizational Citizenship Behavior Regarding the Moderating Role of Duty Importance in Rasht Maskan Bank**

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**The purpose of this study was to investigate the impact of corporate social responsibility on organizational citizenship behavior with regard to the moderating role of task importance in Rasht Maskan Bank. The present study is descriptive and it is a practical research. In terms of data collection, it is also considered a field study. The data collection tool was a questionnaire containing 21 questions to measure the total variables of the research. The five-point Likert scale is also used to measure the variables. The validity of the questionnaire was evaluated by experts and its reliability was assessed using Cronbach's alpha. The statistical population of the research is the staff of Maskan Bank in Rasht with 243 employees in 16 branches and management offices of the province. Using Cochran formula, 152 individuals were ed as the final sample. Structural equation modeling and partial least squares method were used to test the hypotheses. The results showed that Corporate Social Responsibility affects Social Motivation and Citizenship Behavior of Rasht Maskan Bank Employees. Also Social Motivation affect organizational citizenship behavior of Rasht Maskan Bank staff and it plays a mediating role in the relationship between organizational social responsibility and organizational citizenship behavior. The results also showed that task importance moderates the relationship between organizational social responsibility and social motivation of Rasht Maskan Bank staff.**

**Keywords : Organizational social responsibility, Organizational citizenship behavior, Task importance, Structural Equation Modeling**

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