

عنوان مقاله:

An Investigation into the Relationship of Organizational Citizenship Behavior and Customer Citizenship Behavior and its Effect on Performance: the Case of Bank Saderat Isfahan

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نویسندگان:

Mohamad Esmaeil Ansari - Associate Public Administration, Dehaghan Branch, Islamic Azad University, Dehaghan, Iran

Mitra Mottaghi - Ph.D Student, Public administration, Islamic Azad University, Dehaghan Branch, Iran

خلاصه مقاله:

Achieving organizational goals is not possible without the cooperation and participation of the people employed in the organization. Therefore, through a comprehensive understanding of the predictable, unpredictable, voluntary and involuntary behavior of the organization's personnel as well as enjoying the art and science of management, the organization should be helped to achieve the performance-based objectives. In this regard, one of the most important aspects of human resources in organizations and companies is special behaviors such as (organizational-customer) citizenship behaviors. Considering the need to maintain the competitive advantage of Bank Saderat Iran inside and outside the country, the present study aimed to examine the relationship between organizational citizenship behavior and customer citizenship behavior and its effect on the performance of bank Saderat, Isfahan city branch. The exploratory-applied research method was adopted. The population of the study included the staff and customers of Bank Saderat Isfahan. SPSS was used for data analysis. The findings suggested that there is a relationship between organizational citizenship behavior and customer citizenship behavior and the two behaviors have an effect on the performance of Bank Saderat Isfahan.

کلمات کلیدی:

organizational citizenship behavior, customer citizenship behavior, organizational performance

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