

عنوان مقاله:

The Effect of Corporate Social Responsibility (CSR) on Employee Attitudes and Human Resource Productivity in Iran Insurance Company East Azarbaijan Province

محل انتشار:

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خلاصه مقاله:

Over time and with improving organizational issues, position of Corporate Social Responsibility in the organizational structure of institutions of higher value and strength is. On the other hand pragmatic people be treated the formation of social interest that modern humans were created in social and professional life. With this interpretation of the purpose of this study was to determine the impact of Corporate Social Responsibility on the trends shaping the social workers and the productivity of labor. The purpose of applied research and study of the nature and content of the survey is descriptive and correlational. The study also in terms of field data collection and questionnaire tool. The population of this research included all employees in Iran Insurance Company form the number 149, that a sample size of 108 people, according to Morgan with a confidence level of 95% and error level for analysis was 0.05. The results showed that the hypotheses of corporate social responsibility and its dimensions (legal, economic, ethical and altruistic) has been effect on employee attitudes and human resource productivity. Also The results showed that the dimensions of corporate social responsibility, altruistic impact by a factor of 26.9 the highest influence on employee attitudes of iran insurance company. Finally, the findings showed that legal dimension with 11.4 percent greatest .impact on human resource productivity of iran insurance company

کلمات کلیدی:

Corporate Social Responsibility, Employee Attitudes, Human Resource Productivity, Iran Insurance Company

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