

# **Investigating the Role of Organizational Identity in the Organizational Transparency and Financial Performance of Rural Cooperatives in Ardebil Province**

## **Abstract**

The purpose of this research is to investigate the role of organizational identity on organizational transparency and financial performance of rural co-operatives in Ardebil province. It is a field research and is of descriptive and correlational type. The statistical population of this study includes all employees of rural cooperatives in Ardebil province that were over 253 people that from which a sample of 122 people was selected using Morgan method by applying stratified random sampling method. In this study, organizational transparency questionnaires, financial performance questionnaires, organizational identity questionnaires were used. The data were analyzed using SPSS21 software and the multivariate and simple regression analysis was used to discover the relationship between the data and rate of it. It should be noted that in this research, the index of curvature has been used to determine the normality of the data. Generally, according to the results of the study, it was found that organizational identity had a significant effect on organizational transparency and financial performance. The results also showed that the dimensions of employee membership and employee loyalty had a significant effect on organizational transparency and performance of employees. The component of employee similarity did not have any significant effect on organizational transparency, also staff membership and staff similarity have no meaningful effect on financial performance.

**Keywords:** Organizational Identity, Organizational Transparency, Financial Performance, Rural Cooperatives, Meshgin Shahr City