

## Causal model of sustainable urban development based on social responsibility and green productivity

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### Abstract

The goal of sustainable urban development, which is one of the subsets of sustainable development, is to achieve balanced development and maintain economic, social and environmental sustainability. Urban development is a global phenomenon. Most urban growth and development is in developing countries. In most of these countries, the number of cities is growing rapidly and the urban population is increasing compared to the rural population. Social responsibility means the special attention of organizations in business processes to environmental and social issues. The company's social responsibility consists of four parts: economic, legal, moral and humanitarian. Green productivity is a strategy to increase environmental productivity and performance for overall socio-economic development. Therefore, considering that the ultimate goal of all organizations is to increase sustainable development, and also considering that in the current society, increasing productivity and profitability is due to the establishment of social responsibility systems, so a strong incentive to conduct the present study. It is formed. Therefore, the present study was conducted with the aim of the causal model of sustainable urban development based on social responsibility and green productivity. The present research is descriptive-correlational in terms of applied purpose and in terms of data collection method. The statistical population of the present study was 114 experts from the technical and civil engineering deputies of Isfahan municipalities. The sampling method was group (random stratified) and the sample size was determined through Cochran's formula (88). In order to collect the desired information and measure the research variables, a standard questionnaire was used. The validity of the measuring instrument was confirmed by content and its reliability by Cronbach's alpha coefficient. . Lisrel software (8.8) and (Spss, 24) were used to analyze the data. The results of path analysis showed that the dimensions of social responsibility have a significant impact on sustainable urban development and green productivity and green productivity has a significant impact on sustainable urban development.

**Keywords:** Social Responsibility, green productivity, Sustainable urban development.