

The impact of technology changes on the performance of innovative manufacturing companies in Gilan through supplier ion and strategic actions

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Abstract: Innovation is becoming an important factor for the competitiveness of an enterprise and if the organization lacks the ability to be innovative and fails to achieve this important ,certainly in the face of its competitors can not be capable. Firms can take good advantage and situations of their innovation performance and show proper functioning in different competitive arena . In view of the competitive pressure of the market, measuring innovation performance is important, so the purpose of the study examines the impact of technology changes on the innovative performance of Gilan manufacturing companies through the ion of supplier and strategic actions. Current research is applied research. And as the research categories of data collection and in terms of research type is descriptive study. And the research method is correlational. The population of this research are active manufacturing companies in Gilan Province ,and industrial towns in Astara, Anzali, Rasht, Somesara, Lushan and Siahkal have been chosen as the various clusters in Gilan Province. The number of companies operating in these towns are 318 companies. The number of samples studied in this research are 166 companies and sampling method is the type of simple random sampling . Structural equation modeling techniques with partial least squares approach is used To analyze the data questionnaires distributed. The result of the hypothesis of the research indicate a significant and positive impact of technological change on suppliers ion, adopting the strategy of innovation and strategic actions. On the other hand, a significant positive innovation strategies impact on the suppliers and adoption strategic measures has been confirmed and finally in other hypothesis the positive and significant impact of

the knowledge of purchase on the suppliers ion and the adoption of strategic actions and also the significant and positive impact of the suppliers ion and adoption of strategic measures innovation performance on manufacturing firms in Gilan province has been approved . Key words: innovation performance, changes in technology, supplier ion, strategic actions, manufacturing companies

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