

The Relationship Between Market Orientation and Innovation Performance According to The Moderating Role of Ownership Structure of Companies (Case Study: Insurance Companies of Rasht City)

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Because of recent changes in insurance industry and market trends to competitiveness, market orientation and organizational innovation in insurance companies to gain optimal level of functioning are more important than before. Given that innovation is considered as the most effective factor on getting competitive advantage in organizations, the target of this research is explaining the relation between market orientation and innovation performance according to the role of ownership structure moderation of insurance companies agencies in Rasht. Current research is applied in target and is descriptive-survey in type according to the way of data collection. Innovation performance in this research consists of innovation in product, innovation in company and innovation in process. Statistical society of this research consists of 579 agencies 16 insurance companies in Rasht. 258 insurance company agencies in Rasht were ed by use of stratified random sampling method and Cochran sampling test and finally 273 correct questionnaires were ed in order to analyze the data. In this research, questionnaire of Sung et al (2015) was used to measure the components of market orientation and innovation. Also, Kolmogorov - Smirnov test is used to investigate the normality of the data distribution and structural equations modeling statistical method and LISREL software are used to test research hypotheses. Finally, the results showed that: 1-There is a meaningful relationship between market orientation and innovation performance. 2- Ownership structure moderates the relationship between market orientation and innovation performance. At the end, some suggestions presented according to the gained

results.

Keywords : market orientation, costumer orientation, Competitor orientation, Cross-functional coordination, Ownership structure, innovation performance, innovation in product, innovation in company and innovation in process

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