

The impact of various aspects of the innovation performance of manufacturing firms (Case Study: Manufacturing companies based in the industrial city of Rasht)

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Business enterprise managers and shareholders are usually concerned with corporate performance and rely on innovative methods to optimally manage the organization and promote performance. The present study examines effect of innovation on product performance, market and financial performance of manufacturing firms in industrial estate of Rasht. Based on Cochran's sample size formula, 195 firms were ed by convenience sampling. Data obtained questionnaires were analyzed in organizational level and hypotheses were tested using Structural equation modeling. Results indicate that organizational innovation has effects on marketing innovation and corporate performance innovation. Moreover, process innovation has significant effects on product innovation, corporate performance innovation, while marketing innovation has significant effects on corporate performance innovation and product performance. On the other side, product and market performances have positive effects on financial performance of firms.

Keywords : Keywords: organizational innovation, marketing innovation, performance innovation, product innovation, process innovation, product performance, market performance

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