

# **The effect of market orientation on organization performance with the intermediary of ambidexterity innovation**

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**Gain and maintain a competitive advantage in today's highly competitive environment and changing the economic concerns of corporate executives. Manufacturing companies to invest in research and development, always concerned about the use of innovations arising this research and their impact on the company's position in the market. The balance between market orientation and to use it (proactive market orientation & responsive market orientation) and its impact on organizational performance, is the question many managers of these companies. What a lot of research on the relationship between "market orientation", and performance of neglected, ambidexterity innovations in this equation is that this study seeks to fill this gap. In this study, a research model, the impact of market orientation on organizational performance with regard to ambidexterity innovation mediator variables, using structural equation modeling (SEM) and partial least squares algorithm is studied. The tools used to collect information, a questionnaire that senior managers by companies the industrial city of Rasht is provided. The validity of the questionnaire through the literature and expert opinion and reliability through Cronbach's alpha was confirmed. The results showed that market orientation has a positive impact on ambidexterity innovation and ambidexterity innovations also have a positive impact on performance. The direct role of market orientation on organizational performance was not confirmed, but the role of ambidexterity innovations as a mediator have a positive impact on the relationship between market orientation and organizational performance.**

**Keywords : Organizational performance, proactive market orientation, responsive market orientation, explorative innovation, exploitative innovation**

