

Research of the Relationship between Dimensions of Firm's Governance Structure and Marketing Strategy

Shohreh Mirghasemi*, Abdolhossein Karampour,

In this study, the relationship between strategy and organizational structure of Golestan Company will be examined. The main question is whether there is any relation between competitive strategy and organizational structure and how an organization can define its structure according to the competitive strategy. In the paper, it is tried to first identify the competitive strategy of the organization and investigate the relation of two subjects. Subject matter comprises competitive strategy, organizational structure, method and necessity of correlating these two in the organization. Statistical universe of the research are the managers and experts of Golestan Company and using the random sampling method, the representative sample has been identified. Questionnaire was the method for collecting data and research method was explanatory/field method. Therefore, 260 out of 800 staff at the company were ed after application of questioners with reliability and validity for the preliminary sample. They were given the questioners. Statistical methods which were used in the research includes calculating data frequency percentage, calculating correlation factor, mean value, standard deviation. The results of statistical tables indicate that excluding the Partnership index and Centralization, there is meaningful relation among other organizational structure indexes including Formality in Golestan Company.

Keywords : Research , Dimensions , Structure

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)