

Access to higher operation of small and average institution: the role of marketing, innovation and organizational learning (case study: firms that settled in rasht province)

Samira Asadi*,Dr. Amir Hamed Rezaei,

Correct recognition of strategic factors that are effective on small and medium firms` operation and right usage of each of them acts as powerfull arm and protect small and medium businesses against environmental inoportune changes . the main purpose of recent research is studying the effectiveness of marketing , innovation and learning capability on small and medium agencies` operation in rasht province. The statistical population are 395 active firms, among them 195 firms are ed as statistical sample by nonprobability convenience sampling method. Indeed the researcher about to answer this question that do marketing ,innovation and learning capability affect on small and medium agencies` operation across rasht city? Datum are analyzed by structural equation technique over organizational level. Hypothesis testing indicates that marketing , innovation and learning capability have positive effects on firms` operation. Also the results indicate that market unreliability and technological unreliability have negative and significant effect on firms` operation.

Keywords : firms` operation - marketing capability - innovation capability - learning capability - market unreliability - technological unreliability .

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