

Impact of Marketing and Operational Capabilities on Financial Performance of Small and Middle- Sized Companies of Industrial Towns of Guilan Province

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Abstract In this study, the purpose is to investigate the impact of marketing and operational capabilities on financial performance of small and medium sized enterprises (SMEs) of Guilan province. the point of view of purpose, this research is an applied one, and point of view of the method of data collection it is a descriptive-survey research. The data are collected by questionnaire, and SPSS and LISREL software are used for the analysis. The statistical population includes managers and senior experts of companies. To this end, 300 questionnaires were distributed and analyzed. Cronbach's alpha was 0.915 that indicates the reliability of the questionnaire. The results represent that marketing capabilities, operational capabilities, micro-environment capabilities, and macro-environment capabilities affect the financial performance of SMEs; the sensitivity of financial performance to these capabilities is respectively to: marketing capabilities, operational capabilities, the macro-environment and micro environment capabilities. Moreover, the impact of marketing capability on operational capability of SMEs is 0.73.

Keywords : Keywords: marketing capabilities, operational capabilities, micro-environment capabilities, macro-environment capabilities, small and medium sized enterprises (SMEs).

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