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# **The Effect of Ambidextrous Organizations on Organizational Performance with a Market Trend**

Mohammad Masoumi Goudarzi\*,

**The main aim of this study is to investigate the relationship between ambidextrous and market performance by market orientation as a moderating variable. It is a descriptive survey study and also an applied regarding target based on field and libraries research. The population of this study are consisted 140 employees of Farsit Drood Company. Due to the limited number of statistical population in this study, census method has been used and there is no sampling. Data were collected for organizational ambidexterity, operation and market orientation by standard questionnaire, Zilang et al. (2014); Moss et al. (1991) Wang et al. (2004). The results indicated that there is a positive relationship between market operation and market performance and also a positive relationship between exploration and market performance. The results also demonstrated that action-oriented market and active market orientation modify the relationship between operation and market performance. As well as, action-oriented market and active market orientation modify the relationship between exploration and market performance.**

**Keywords : Ambidextrous, Operation, Exploration, Market Orientation, Performance.**

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