
The study of the effect of dimensions of the system of brand management, innovation, and market orientation on the performance of business with the mediating role of customer performance Case study: Active companies in Sepidroud industrial zone of Rasht

elnaz abdollahi*,

This study aims to investigate the relation of dimensions of the system of brand management, innovation, and market orientation on the performance of business with mediating role of customer performance in active companies of Sepidroud Industrial Zone of Rasht. Regarding to achieve this goal, the personnel of units including production, administrative, financial, marketing, quality control, warehousing, and design of studied companies are considered as the research statistical population to collect data and using standard questionnaire, they were investigated in international researches. The main variables of the research include: Brand management system, market orientation, innovation, customer performance and business performance. The research method is functional and analytic and path analysis is used to investigate the relation between variables and research hypotheses. The analysis of research data and test results of hypotheses indicate that finally it can be proposed that managers, with using obtained results of this research as a functional and practical research, can build their organization relying on a high level of brand management system and market orientation and innovation to maintain loyal customers and, therefore, through conducting this strategy they can improve their business performance.

Keywords : Brand Management System (BMS), Market Orientation, Innovation, Customer Performance, Business Performance.

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