

Investigation the relationship between market information system and performance: with the roles organizational responsiveness and innovation strategy

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This research is performed to Investigation the relationship between market information system and performance: with the roles organizational responsiveness and innovation strategy in National Iranian Drilling Company. This research is practical in purpose, descriptive performance approach and causal in correlation. Considered variables have been in a conceptual model which include independent variable of market information system, mediator variables of organizational responsiveness, innovation strategy and competitive advantage and dependent variable of financial performance. The considered statistical universe in this research is all managers, vice presidents bosses and head men of National Iranian Drilling Company that all of them were researched. The required data gathered by there standard questionnaires of market information system, organizational responsiveness, innovation strategy and competitive advantage of Wei and Wang (2014) and standard questionnaires of financial performance of Wang and cooperators (2012) and analized by spss and AMOS software. The theories examination of research showed that market information system with organizational responsiveness and innovation strategy, organizational responsiveness with competitive advantage, innovation strategy with competitive advantage and organizational responsiveness and competitive advantage with financial performance have positive and significant relationship. Also mediation role of innovation strategy and organizational responsiveness in relationship between market information system and financial performance was approved.

Keywords : market information system, organizational responsiveness, innovation

strategy, competitive advantage, financial performance

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