

The Role of a Firm's Strategic Orientation Dimensions in Determining Market Orientation

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Abstract The aim of this study is to investigate the role of a firm's strategic orientation dimensions in determining market orientation. It is a descriptive survey study in the causal type and an applied regarding objectives. The population consisted of 40 companies operating in the Rasht industrial city. Data were collected using field study via questionnaire. In order to analyze the data was used structural equation modeling based on partial least squares in SmartPLS software. The results indicated that dominance dimension of strategic orientation influenced on the companies' market orientation in a confidence level of 95% ($t = 2.382$) at a rate of 0.127. As well as, the results demonstrated that prospective dimensions of strategic orientation had an effect on the companies' market orientation in a confidence level of 99.9% ($t = 4.965$) on the 0.269 level. The dimensions of formalized orientation in marketing strategy was effective on the companies' market orientation in a confidence level of 99.9% ($t = 6.875$) on the 0.423 level. Also, risk orientation in strategic orientation influenced on the companies' market orientation in a confidence level of 99.9% ($t = 3.447$) on the 0.197 level. **Keywords:** Strategic Orientation, Market Orientation, Industrial City, Rasht

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