

The Effect of strategic flexibility and innovative ambidexterity on operational efficiency in the companies of Rasht Industrial City

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Abstract: The aim of this study reveal important and complex relationship between strategic flexibility and operational efficiency and also showed that two Ambidextrous operational capabilities-innovative ambidexterity and mass customization capability are fully moderated the relationship between strategic flexibility and operational efficiency. This study is a practical and descriptive one and the statistical population included all top managers in the industrial city of Rasht. A structured questionnaire was used to collect information. The content validity of the questionnaire was approved, and the Cronbach's alpha coefficient of the reliability test is calculated as well. Due to the extent and distribution of the population, the sample size for this study is 82 companies which the Kolmogorov-Smirnov test has been used to test its normality and the results showed that Z and significance level for variables such as strategic flexibility, mass customization, innovative ambidexterity and operational efficiency, respectively are 0.914, 0.374 and 1.127, 0.158 and 0.879, 0.427 and 1.297, 0.069. Analyzing the data and information SPSS20 and Amos22 software are used. In this study, the relationship between strategic flexibility and operational efficiency has been studied in order to meet the main research question "strategic flexibility and innovation impact on operational efficiency is skillful?". Results show that the strategic flexibility can be most associated with mass customization, that mass customization capability is more relevant to operational efficiency than innovative ambidexterity. As well as the mass customization capability and innovative ambidexterity have positive and significant relationship with operational efficiency. In this study, it is suggested that to improve flexibility, the firms of industrial city of Rasht more choice given to staff in marketing and should also seek to increase the ability to adapt environmental, important and urgent changes. In addition, the

modular design of the product should be considered.as a prerequisite or enabler of the deployment of information technology and strategic flexibility promoter.

Keywords : Ambidextrous Operational Capabilities,Strategic Flexibility

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