

The effect of alignment of marketing strategy on financial performance through supply chain performance and marketing performance of small and medium enterprises in Gilan province

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Abstract The main purpose of this research is to investigate the effect of marketing strategy alignment on financial performance through supply chain performance and marketing performance in small and medium enterprises of Gilan province. This research in terms of its purpose is applied and in terms of method, is a descriptive type of correlation. Because in addition to describing the existing situation, the discovery of the relations of each of the variables of the research is done using the structural equation modeling test. In addition, its expected results can be applied to improve the growth of small and medium enterprises it is an application type. This research is a kind of field research, considering that in this research the contents of theoretical information, subject literature and research background are gathered based on information in books, articles, journals, dissertations and internet network. This research is of a library type. Regarding the fact that the research is organized in an actual situation, this research is a field study. The statistical population of this research includes all small and medium enterprises of Gilan province. The total number of small and medium enterprises in Gilan province is 827 enterprises. For this number, Morgan's sample size was estimated at 263 companies. Data analysis was done using SPSS software for descriptive statistics analysis and using LISREL software for inferential statistics analysis. The results indicate that the alignment of marketing strategy to financial performance is affected by supply chain performance and marketing performance in small and medium enterprises in Gilan province.

Keywords : Key words: financial performance, alignment of marketing strategy, supply chain, marketing performance

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