

The Impact of the Information Technology Capabilities on Innovation in Services Regarding the Mediator Role of Entrepreneurship and the Competitive Intensity of Organization (Case Study: Mehr-Eghtesad Bank)

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The aim of this study is to evaluate the impact of the information technology capabilities on innovation in services regarding the mediator role of the corporate entrepreneurship and the competitive intensity of organization. It is a descriptive-survey study and also an applied-fundamental research regarding purpose. The study population consisted of 207 employees and bank managers of Mehr-Eghtesad bank in the province of Gilan who were selected 105 subjects through stratified random sampling and then the questionnaires were distributed among them. In order to analyze data obtained were used the structural equation modeling via SmartPLS V.2 software. The results demonstrated that the information technology capabilities had an effect on entrepreneurship in a significant level of 0.001. Also, the results represented that the corporate entrepreneurship influence on innovation in services in a significant level of 0.001. Meanwhile, the corporate entrepreneurship had a mediator role between the information technology capabilities and innovation in services. As well as, the results indicated that the intensity of competition mediates the relationship between the corporate entrepreneurship and innovation in services in a 95% confidence level. On the other side, the intensity of competition in a 95% confidence level mediates the relationship between the information technology capabilities and the corporate entrepreneurship.

Keywords : Information Technology Capabilities, Innovation in Services, Corporate Entrepreneurship, Competitive Intensity of Organization

