

Explain the functionality affecting the performance of production units Gilan Province (Case Study: Industrial Park)

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Abstract Many researchers argue that the company's ability to utilize resources can illustrate many of the company's performance distinctions. In this way, companies that are superior in development and able to achieve superior performance in particular markets are very important. The main purpose of this study is to investigate the effect of marketing, innovation and learning capabilities on the role of market uncertainty and technological uncertainty on improving the performance of companies. Therefore, the data of 354 companies were gathered by questionnaire tool and available in an inaccurate manner. To test the hypotheses, structural equation technique has been used. The results show that innovation capability has the highest mean and learning ability has the least dispersion. Also, none of the variables are in the optimal state and all follow the normal distribution. Also, marketing, innovation and learning capabilities have a positive and significant effect on the company's performance due to market uncertainty and technological uncertainty.

Keywords : **Keywords:** Marketing capability, Innovation ability, Learning ability, Company performance, Market uncertainty, Technological uncertainty.

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