

# **investigating the effect of market orientation and competitive strategies on financial and non-financial performance of manufacturing companies in GILAN province**

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**One of the important Success Factors for all companies and especially for manufacturing companies is Proper attention to organizational performance and Factors affecting to it. Each company tries with identifying the factors affecting to performance, create Competitive advantage compared to its competitors. In this way the main purpose of this study was investigating the effect of market orientation and competitive strategies on financial and non-financial performance of manufacturing companies in GILAN province. This study is functional and in terms of research Categories based on data collection methods is a descriptive research .and in terms of method is a correlation study. The statistical population of this study was active Manufacturing companies in Gilan Province were 651 number. With attention to the extent of statistical population for choosing the sample, Industrial Estates of Anzali, Rasht, some Sara, and Lushan Branch was considered. The number of samples examined in this study, was 158 companies. Sampling method was Quota Convenient available sampling. To analyzing the data obtained questionnaire, Structural equation modeling technique with partial least squares approach has been used. Results of hypotheses showed the positive and significant impact of risk and senior management support on marketing. On the other hand, A significant and positive impact of market orientation, on differentiation strategy, Cost leadership strategy, Financial and non-Financial performance was confirmed. Finally, in other hypothesis, A significant and positive impact of differentiation strategy and Cost leadership strategy on Financial and non-Financial performance of manufacturing companies was**

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confirmed in GILAN province.

**Keywords : Organizational performance, market orientation, Porter strategies, top management risk, top management support.**

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