

Relationship between strategic orientation and performance of organization considering the role of firms' marketing capabilities (Case study: wood and paper industries-Choka)

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Abstract The main purpose of this descriptive-survey study is to investigate the Relationship between strategic orientation and performance of organization considering the role of firms' marketing capabilities (case study: wood and paper industries-Choka). The statistical population of this research is all 72 managers of wood and paper industries of Iran. To determine the sample size, we used Krejcie and Morgan's tables. According to this table, the sample size is 63. The research tool consists of a questionnaire which has been compiled in three sections. To obtain validity of questionnaire; content, face, convergent and discriminant validity were used. As well, to obtain reliability of questionnaire; principal component analysis, Cronbachs alpha, Dillon-Goldstein's and reagent stability were used. To accomplish analysis of data, SPSSV19 and SmartPLSV2 software were used in descriptive and inferential statistics. For testing hypothesis, structural equation model (SEM) and partial least squares (PLS) that focus on reagent variance were used. The findings showed that there is significant relationship between competing and marketing capabilities; also there is significant relationship between marketing capabilities and organizational performance. Model explains 28.9 percent of marketing capabilities variance and 39.2 percent of organizational performance.

Keywords : Keywords: Strategic orientation, performance, marketing capabilities, structural equation modeling

