

Survey Role of Mediate Inovation In relation Between Market Orientation and Business Performance in Rasht Insurance Company

S.M.Masoumi*,Dr. A.R.Farokhbakht Foumani,

Abstract The total purpose of this study was Survey Survey Role of Mediate Inovation In relation Between Market Orientation and Business Performance The research purpose is applications, data collection method is descriptive and Correlation. Data collection tool is questionnaire. The population studied in the present investigation is Rasht Insurance Company with 22 which were ed as the whole number of companies and the questionnaire was distributed among the managers of those companies. Finally, the questionnaires were collected and the data analyzed. Finally, the questionnaires were collected and the data were analyzed using SPSS 22 and Smart Pls 2 software. The data analysis showed that the 95% level Innovation mediates the relationship between market orientation, customer orientation, rivalry, internal performance coordination, and business performance.

Keywords : Keywords: market orientation, Innovation, business performance and Rasht Insurance Company

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