

The Impact of market orientation, human capital and financial capital on entrepreneurial tendency with regard to the moderating role of organizational capabilities dimensions (Case study: firms producing fibers, textiles and clothing in Guilan province)

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The role of entrepreneurship in national and global economics, wealth generation and job creation has gradually examined different angles not only economists but also by other scholars such as psychologists, sociologists and even historians.

Entrepreneurship is recognized as a key factor in economic growth and development in the modern age. so the main purpose of this study is the The Impact of market orientation, human capital and financial capital on entrepreneurial tendency with regard to the moderating role of organizational capabilities dimensions (Case study: firms producing fibers, textiles and clothing in Guilan province). The research method is correlation and the research statistical population is active companies in the field of textile of Guilan province. Given that in this research manufacturing companies are a statistical society, so, the analysis level is organizational. The sampling method in this research is census. In each company, an average of three to five questionnaires were distributed and the average response of respondents was analyzed as the basis. It should be noted that questionnaires are distributed among senior executives of companies. The sample number includes 42 companies. After collecting data by standard questionnaires, structural equation modeling techniques with partial least squares approach were used to evaluate the relationships between variables. In general, all data analysis was done by SPSS and PLS software. The

results of research hypotheses show the positive impact of market orientation, human capital, and financial capital on entrepreneurial tendencies. Organizational dimension is moderateThe effect of market orientation on the tendency to entrepreneurship . In addition, it has been observed that the knowledge-based dimension modifies human capital effect on entrepreneurial tendency, and ultimately regulates the impact of financial capital on the tendency to entrepreneurship.

Keywords : Key words: entrepreneurship tendency, market orientation, human capital, financial capital, organizational capabilities dimensions

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