

An explanation of Relationship between market orientation and organizational performance with empheisize on the role of innovation and learning orientation variables (the case of Melli bank branches in Rasht)

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Although marketing researchers have embraced the concept of market orientation as a key strategic element for success under competitive environmental conditions, marketing literature discusses the role of it. This represents that the development of market-oriented culture is only the first step towards market success, and the organization's ability to learn faster than its competitors may be the only source of sustainable competitive advantage. Therefore, the present study examines the relationship between market orientation and organizational performance with an emphasis on the role of innovation variables and learning orientation in Meli Bank branches of Rasht. The population of the study consisted of all the experts and senior managers of the Meli banks of Rasht. Due to the limited community, 225 subjects were ed as a statistical sample using cluster random sampling. It is a descriptive-survey study and in terms of methodology and an applied study regarding target. Data were collected through a standard questionnaire (Abdulai et all, 2016). In order to analyze the data were used Kolmogorov-Smirnov tests to determine the type of data distribution and to use the structural equation modeling approach and the route analysis method for the general fitting of the model and test the hypotheses via Smart.PLS2 and Spss21 software. The results show that innovation in the impact of market orientation on organizational performance, market orientation on innovation, market orientation on learning and market orientation have a positive and significant

effect on organizational performance. The results show that there is a positive and significant effect between innovation and the impact of market orientation on organizational performance, innovation, learning orientation. As well as, the results demonstrated that learning orientation on innovation and learning orientation in the effect of market orientation on innovation did not have a significant effect. Eventually, based on the results obtained, some suggestions have been presented for managers and experts in the banking industry, especially the Meli Bank branches of Rasht.

Keywords : Market Orientation, Organizational Performance, Innovation, Learning Orientation

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