
Market orientation, learning orientation and Business performance: Research about the mediating role of innovation and the mediator role of Competitive Intensity (Case Study: Activating firms in Rasht Industrial City)

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Abstract Today's in a complex, dynamic and highly variable environment, Companies need to design and devise strategies that be able to help them to improve their business performance. The aim of this study was to assess market-oriented, learning-oriented and performans with the moderating role of innovation and competitive intensity. The methods of this research was descriptive and functional. The population of this research were employees of companies operating in the industrial city of Rasht and the number of samples with using Cochran formula considered 100 people. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS 3 software. The results of tests showed that the first and second hypothesis is confirmed means that market orientation has impact on learning orientation and innovation, while the third to sixth hypothesis were not confirmed, means that the impact of market orientation on business performance, with the moderating role of innovation; the impact of learning orientation on innovation; the impact of market orientation on innovation with the moderating role of learning orientation; the impact of innovation on business performance with the moderating role of competitive intensity were not confirmed.

Keywords : Keywords: market orientation, learning orientation, innovation, business performance, competitive intensity, industrial companies, Rasht.

