

Investigating the Effect of Marketing Restructuring on Commercial Performance (Case Study: Saderat Bank Branches in Rasht)

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In recent years, with the increasing number of banks and financial institutions, a competitive environment has been created in the banking industry of Iran. Today's business environment has been defined over and over again with features such as complexity and uncertainty, and rapid changes in business environments and competitive rules are part of the organization's normal lives. In such a space, different institutions will have to carry out actions to increase their business performance in order to profitably and survive in the long run. Public and private banks in the Gilan province, which operate in a competitive environment, are no exception. Measuring business performance has long been a means of observing and deciding based on data collected for shareholders and investors of a well-known organization. The method of this research is applied in terms of purpose and in terms of nature and method, it is descriptive and in terms of type, and analysis in the branch is correlation. The employees of the SADERAT branch offices in the city of Rasht (including the branch and the headquarters) with 347 people in the branch and 79 in the headquarters are the statistical community of the research. The method chosen by the researcher in this study has been available for inaccurate sampling according to the knowledge of the statistical population. In this research, fieldwork has been used to collect data and information. In the present study, the normalization of data using the Kolmogorov-Smirnov test and the research hypotheses were also investigated using Pearson and Spearman correlation. In the analysis, SPSS19 software has been used. The results of the data analysis showed that overall, the trust variable has a positive and significant relationship with the restructuring of the marketing, reorganization and restructuring relationships with the business, in the branch and on the other hand, it has been proved that between

the restructuring variable and the restructuring with Commercial performance has a positive and significant relationship, but in the headquarters, the other variables in the branch and headquarters have no meaningful relationship.

Keywords : Keywords: Business Performance, Marketing Structure, Export Bank

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