

Explaining the Performance of Branches of the Mellat Bank in Guilan Province (Rasht), under the influence of entrepreneurial orientation

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The purpose of this research is to explain the performance of branches of the Mellat Bank in Guilan province (Rasht city) under the influence of entrepreneurial orientation. The statistical population of this research is customers, employees and managers of Mellat Bank branches in Guilan province ,The number of clients of the Mellat Bank is unlimited and the number of Mellat employees and managers including 50 branches is 480. According to the Cochran formula, for the unlimited society, 214 people were considered. The level of individual analysis and the non-probabilistic research sampling method is available. The current research is based on the purpose of the applied type and is a descriptive, research, and discipline The data gathering method is a field and data gathering tool is a questionnaire. For data analysis, descriptive and inferential statistical methods are used and SPSS 22 and SPSS 18 software are used for data analysis. The Kolmogorov-Smirnov test was used to test the normal variables. In order to study the causal relationships between variables, structural equations modeling is used. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research is also measured using Cronbach's alpha method and it is confirmed that the alpha value of all variables is higher than 0.70. The results of the research showed that there is a significant relationship between innovation, independence, risk taking, pioneering and competitive invasion

Keywords : Explanation of Performance, Mellat Bank Branches, The tendency towards entrepreneurship, Guilan Province

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