

Investigating the Impact of Entrepreneurship Dimensions on Performance Due to the Mediating Role of Innovation Speed (Case Study: Guilan Insurance Companies)

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Abstract: The purpose of this research is to investigate the impact of entrepreneurship dimensions on performance due to the role of the mediator of innovation speed. The statistical population of this research is insurance agents in Guilan province and the number of insurance agents in Gilan province is 90. Morgan table was used to obtain a statistical sample. According to Morgan's table, the total volume of 73 representations was considered. The level of organizational analysis is also unpredictable and the sampling method of Iranian insurance companies is also unpredictable. The present study is based on the purpose of the applied and descriptive method. The method of data collection is field and data collection tool is a questionnaire. For analyzing the data, descriptive and inferential statistical methods are used and the data are analyzed using SPSS and amos software. 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 the dimension of innovation, independence, risk taking, pioneering and competitive invasion has an impact on the speed of innovation. The speed of innovation has an impact on performance. **Keywords:** Innovation, Independence, Risk, Pioneering, Competitive Invasion, Innovation Speed, Performance

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Invasion, Innovation Speed, Performance

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