

# **Investigate the Relationship between Transformational Leadership and the New Product Development Process Considering the Mediating Role of Organizational Learning and Innovation Culture**

Seyyed Saeed Hosseini\*,

**Tobacco is the third most expensive industry in the world, but in Iran, this industry is not only cost-effective, but in recent years, due to some management and internal problems, it does not meet its own needs, because its production is in strange conditions. Its production figures have controversies that require research. The purpose of this study was to investigate the relationship between transformational leadership and the process of developing new products considering the role of the mediator of organizational learning and innovation culture. The statistical population of this study was the employees of the tobacco company in Guilan province with 1700 people. In order to calculate the statistical sample size, the Cochran formula was used for finite societies. Finally, the sample size was 715 people. The subjects were selected by simple random sampling method. This research was based on the purpose of the applied type and in terms of collecting information, descriptive research and correlation. The method of data collection, data gathering tool, standard questionnaire and data analysis method are regression analysis. The validity of the research was assessed using the opinion of the supervisor and other professors and its reliability was confirmed by the Cronbach's alpha method. In order to analyze the data of the questionnaire, software PLS 3 and SPSS21 were used. The results of the research hypotheses showed that transformational leadership has a direct relationship with the process of developing new products, considering the role of organizational learning mediation, while this relationship did not apply to the innovation culture. The results also showed that transformational leadership has a**

---

**direct relationship with organizational learning and innovation culture. On the other hand, it was found that organizational learning has a direct relation with the process of developing new products, but this relationship is not meaningful about the culture of innovation.**

**Keywords : Transformational Leadership, New Product Development Process, Innovation Culture, Organizational Learning, Tobacco Company**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)