

The Effect of The Entrepreneurial Marketing on Innovative Performance in Guilan private Insurance Companies.

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This study aims to identify the impact on the performance of entrepreneurial marketing of innovative small and medium-sized businesses in four new private insurance company in the city of Rasht, Guilan province (Arman, Saman, Sarmad and Taavon) is done. In the present study to evaluate more aspects of entrepreneurial marketing data obtained literature review, questionnaire and structural equation modeling methodology is used. A questionnaire containing 44 questions based on the whole 5-point Likert-type design and four companies were distributed among employees and to analyze information and its reliability and validity were examined. The main hypothesis of this study confirmed the results of the survey Rezai et al (2015), Hagioglu et al (2012), Moris et al(2002) and the Maiti (2006) is consistent. The results of this study confirm that all aspects of entrepreneurial marketing: proactiveness, innovation, risk-taking calculated, customer diversity, focusing on opportunities, leveraging of resources, value creation and strategic flexibility on the performance of innovative businesses SMEs have a direct and positive impact. Entrepreneurial marketing as one of the innovative aspects of marketing, the primary purpose of marketing brings higher quality to run. As well as innovative business performance to improve.

Keywords : Keywords: Entrepreneurial Marketing, Insurance Companies, Innovation Performance, Nascent Business, SMEs Businesses,

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