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# **Investigating the Impact of Positional Advantage on Corporate Performance (Case Study: Food Industry Companies of Rasht)**

Monireh Nouralizadeh\*,

**Abstract** This research is applied in terms of its purpose and in terms of its research method it is descriptive of correlation type, because in addition to describing the existing situation, it is necessary to study the relations of each of the variables of the research using the partial least squares test, in addition to the expected results Can be used by food industry companies in Gilan province. The statistical population of this research is all food industry companies in Rasht, the total number of which is 40 companies, which is considered as the statistical society of this research. Due to the limited size of the statistical population, the entire statistical society has been ed as the sample size and a full-scale sampling method has been used. In this research was used to collect information, a standard questionnaire. SPSS and PLS software were used to analyze the data in this research, in order to determine the causal relationship between the criteria of the model and the correct and appropriate solutions. The results indicate that positional advantage has an impact on the performance of food industry companies in Rasht. **Key Words:** Corporate Performance, Positional Advantage, Human Capital, market orientation, entrepreneurial orientation

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