

Investigating the effect of market orientation, entrepreneurial tendency and human capital On the situational advantage of Startup Companies (Emerging)

Hedayat Heidari Sufiani*, Ali Gholipour Soleimani,

Abstract Organizational performance is a critical and vital issue for all individuals and organizations, and the distinctive function of organizations is their competitive advantage. Organizational performance is the result of financial policies, technical progress, innovation and the quality of human, structural, and relationship factors influenced by investment, development and research. An appropriate organizational function in the organization requires management in the intellectual capital of the organization. so, the main objective of this research, is Investigating the effect of market orientation, entrepreneurial tendency and human capital On the situational advantage of Startup Companies (Emerging). This research applied about the goal and descriptive about data collection. And is corellation in terms of the method. The statistical population of this study is all startup companies in Tehran. The sampling method used in the research is sampling census and the sample size is 118. The data gathering tool in this research is a standard questionnaire. All data analysis is done through SPSS and PIS software. Structural equation modeling and confirmatory factor analysis have been used to study the research hypotheses. The results of research hypotheses indicate the positive impact of human capital on the situational advantage startup organizations; market orientation on the situational advantage of startup organizations; the entrepreneurship to take situational advantage of startup organizations; the situational advantage of the organization's on the performance of startup organizations.

Keywords : human capital, market orientation, organizational performance, entrepreneurial tendency, human capital

