

Explaining Organizational Performance through Strategic Factors and Entrepreneurship Dimensions among Keshavarzi Bank Branches of Guilan Province

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The overall purpose of this research is to examine the organizational performance through strategic factors and entrepreneurial dimensions. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. In the present study, the statistical population of the study was 64 branches of Agricultural Bank of Guilan, which the researcher ed by using simple random sampling of 59 branches as a statistical sample and distributed the questionnaire among the managers of the branches. Finally, the questionnaires were collected and the data analyzed using SPSS 22 software and smart pls 2. Data analysis showed that there is a significant relationship with organizational innovation and organizational learning at the level of 95% of personal self-esteem, transformational leadership, common goal, initiative and environment. With organizational innovation and organizational learning, organizational performance has a significant relationship has it.

Keywords : Strategic factors, personal mastery, transformational leadership, common goal, initiative, environment, entrepreneurship, organizational innovation and organizational learning

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