

Influence of Information Technology Capabilities on Entrepreneurship and Innovative Performance of Products and Services in the Small Industries of Guilan Province

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Abstract The purpose of this research is to measure the impact of information technology capabilities on entrepreneurship and innovation performance of products and services in the small industries of Guilan province. The statistical population of this research is the small industries of Guilan province with 500 companies. The present study is based on the purpose of the applied and descriptive method. Data gathering was done by field questionnaire and data collection tool. For analyzing the data, descriptive and inferential statistical methods are used and SPSS software is used for data analysis. Kolmogorov-Smirnov test was used to determine the normal variables. To test the causal relationships between variables, simple regression and aural hierarchy were used. The validity of the research was confirmed by using content validity and reliability of the research tool using Cronbach's alpha method and the alpha value of all variables was higher than 0.7. The results of the research showed that information technology capabilities influenced corporate entrepreneurship and innovative performance of products and services in terms of the role of mediating corporate entrepreneurship. Also, corporate entrepreneurship has a positive impact on the innovative performance of the product and services, and the tendency to competitiveness of the relationship between corporate entrepreneurship and product innovation and information technology capabilities has been moderated by corporate entrepreneurship. **Keywords:** Information technology capabilities, Entrepreneurship, Innovative product performance, Services in the small industries of Gilan province

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