

The effect of entrepreneurial orientation, market orientation and KM orientation on cleaner production and sustainable competitive advantage (Case study: active SMEs in Rasht industrial park)

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Today, in order to compete in the market, companies must be the newest and most attractive in the production and marketing process. One way of doing business is to use clean production (green) in gaining competitive advantage in the wider market. The purpose of this study was to measure the impact of entrepreneurial orientation, market orientation, and the tendency towards knowledge management on clean production and the creation of a sustainable competitive advantage in terms of competition intensity (Case study: SMEs located in the Sefidrood industrial city of Rasht). The present research is an applied and descriptive survey data collection. The statistical population of this research is small and medium-sized enterprises managers in the city of Sefidrood, Rasht, whose number is 127 units according to the Small and Medium Enterprises Industry Information Center. Hence, according to the nature of the limited community, the census method was used and all 127 units were considered as examples. Data were gathered using a questionnaire with a 5-point spectrum (completely disagreeing to agree completely) and analyzed using SPSS and SmartPIS 3 software. According to the results of the data analysis, four hypotheses were confirmed and four hypotheses were rejected. That is, testing hypotheses showed that the variables of tendency towards entrepreneurship, market orientation and tendency to knowledge management affect the clean production. Also, the link between clean production and sustainable competitive advantage was also confirmed. However, the moderating role of competition intensity in the relationship between entrepreneurial tendencies and clean production; tendency to knowledge

management and clean production; clean production and sustainable competitive advantage were not confirmed.

Keywords : clean production, entrepreneurial orientation, market orientation, tendency to knowledge management, sustainable competitive advantage, competition intensity

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