

Impact of technological innovation and market innovation on performance (CASE STUDY OF SADERAT BANK OF GUILAN PROVINCE)

Seyyede Fakhri Fatemi*,

ABSTRACT The purpose of this research is to investigate the effect of technological innovation and market innovation on the performance of the export bank of Guilan province. The research method is descriptive-correlational and its nature is applicable. The statistical population of this research is directors and employees of the SADERAT Bank of Guilan province. Using Cochran formula, 152 individuals were randomly ed. The data collection tool is Silva et al. (2016). Data were analyzed using SPSS and Smart PLS 2.0 software. Findings of the research show that market ability increases the relationship between technological innovation and financial performance ($\beta = 0.34$). Market and technology innovation has a direct and significant relationship with financial performance variable ($\beta = 0.49$) and ($\beta = 0.37$). As a result, managers in the studied organizations can significantly increase the financial performance of the organization by improving and innovating in the market sector. Therefore, innovation of technology and market innovation have a positive and significant effect on financial performance. The market's ability to adjust the relationship between technology innovation and financial performance.

Keywords : KEYWORDS: TECHNOLOGICAL INNOVATION, MARKET INNOVATION, FINANCIAL PERFORMANCE, BANK, GUILAN PROVINCE.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)