

Investigating the Effect of Innovative Technology on organizational ambidexterity and Performance of New Product Development in Kerman Motors Autos & Allowed Agencies

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Abstract The purpose of this research is to measure the impact of innovation advocacy on ambidexterity and the performance of new product development in the Kerman Motors automobile company and authorized dealers. Research is an applied and descriptive-survey target. The statistical population of the research is the managers and representatives of Kerman Engine Company in the country, whose number is 588. According to cluster sampling 220 individuals were ed as sample. The data collection tool was a standard questionnaire. The reliability of the questionnaire was estimated by Cronbach's alpha method higher than 0.7. Validity of the questionnaire was confirmed by content validity and convergent and divergent validity. In order to analyze the data, Smart PLS software and structural equation modeling based on partial least squares approach were used. The research findings showed that the pro-innovation culture has a positive and significant effect on product development performance and organizational ambidexterity, and also organizational ambidexterity has a positive and significant effect on the performance of the new product development.

Keywords : Keywords: Pro-innovation culture, organizational ambidexterity, New product development performance, Kerman Motors Co.

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