
Investigating the Moderating Role of Market Orientation Based Learning on Organizational Performance in Food Producing Companies in Guilan Province...

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The overall purpose of this research is to examine the moderating role of market orientation towards organizational learning. 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 200 active food producers in Guilan province. 131 companies were selected through the Cochran formula and selected by inaccurate sampling method as the statistical sample. Finally, the questionnaires were compiled. Data were analyzed using SPSS 20 software and Warp PLS5. Data analysis showed that at 95% level, market orientation and learning orientation have a significant effect on organizational performance. Also, the tendency toward learning has a moderating effect on market performance on organizational performance.

Keywords : Keywords: Market Orientation, Learning Orientation, Organizational Performance and Food Producers Companies in Guilan Province

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