

Investigation of entrepreneurial orientation and organizational performance in industrial towns of Guilan province

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Entrepreneurial orientation is a strategic advantage that has been studied in the company's opportunities and organizes these affairs in order to take advantage of these opportunities. Also, entrepreneurial orientation is the ability of companies to identify the lean and innovative opportunities that promise they are financial providers, which ultimately lead to economic growth. The purpose of this study was to investigate the entrepreneurial orientation and organizational performance in industrial towns of Guilan province in a sample of 287 executives and managers including 49 questions. In this study, Liu and Lee's questionnaire (2015) was extracted and used. Structural equation modeling was used to analyze the data and test hypotheses. SPSS 22 and LISREL 8.8 software were used for its implementation. The findings showed that the entrepreneurial orientation has a significant effect on organizational performance and organizational structure has a significant effect between the entrepreneurial orientation of the organization and organizational performance. Also, the results showed that with increasing organizational structure in the relationship between the two variables, the intensity of the relationship between the direction Entrepreneurship and corporate performance are reduced. In other words, the structure of an intermediary variable organization is in the relationship between the direction of entrepreneurship and the company's performance.

Keywords : Keywords: Entrepreneurial orientation, Organizational performance, Entrepreneurship orientation, Company performance, Guilan industrial Parks.

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