

The Effect of Technology Changes on the Relationship between Lean Production and Performance of Enterprises in Guilan Province

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Abstract Manufacturing industries are the most prosperous industries in the 21st century. No economy can survive without manufacturing industries. Hence, the evaluation of corporate performance is one of the most important issues for investors, creditors, governments and managers. so,the main purpose of this research is , consider The Effect of Technology Changes on the Relationship between Lean Production and Performance of Enterprises in Guilan Province. The research method is a correlation and statistical society of all companies active in industrial towns of Guilan province. Sampling method is also available non probable sampling. The sample number includes 209 manufacturing firms. After data collection by standard questionnaires, structural equation modeling technique with partial least squares approach was used to evaluate the relationships between variables. In general, all data analysis was done using SPSS and PLS software. The results of the research hypotheses show the positive impact of cooperation with the supplier and customer relationship management on the firm's firm performance. The positive effect of lean production performance on the financial and non-financial performance of the firm was confirmed. The moderating role of technological change in the relationship between lean production performance and firm's financial performance was also confirmed. In addition, moderating technological changes in the relationship between lean production performance and non-financial performance of firms was also confirmed.

Keywords : Key words: financial performance, non-financial performance, technology changes, lean production performance, customer relationship.

