

The Influence of Innovation Culture, Marketing Innovation and Product Innovation on the Performance of the Small and Medium Enterprises Market (Case Study: Newad Co. in Rasht Industrial City)

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Companies all over the world operate in a variety of sizes and areas in an environment that is added every day to their dynamism, complexity and unpredictability. This boom shows companies need to look for new ways of doing their business through innovations that make profit and remain at the top of the competition. In addition, increasing competition, shortening product life cycle, the need for success of new products; market orientation has been put on the corporate innovation agenda; therefore, the current research has examined the impact of innovation culture, marketing innovation and product innovation on the market performance of companies Small and medium-sized businesses. This research is an applied and descriptive-correlation method. The statistical society is Newad Company in Rasht Industrial City. Sample size is 102. A standard questionnaire and library and field methods were used to collect information. Structural equation modeling and Smart PLS software were used to analyze the data. The results indicate that innovation culture has a significant effect on marketing innovation, innovation culture on product innovation, marketing innovation and product innovation on market performance, and only marketing innovation has no significant effect on product innovation.

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