

Evaluating the Effect of Entrepreneurship orientation and Competitive Strategies on Performance in Karafarin Bank Branches in Guilan Province

Hamzeh heidari imanabadi*,

The present study aimed to investigate the Effect of Entrepreneurship orientation and Competitive Strategies on Performance in Karafarin Bank Branches in Guilan Province. Study in terms of purpose, as a method of data collection survey in nature-based descriptive causal and structural equation is considered. The study populations are the branches of Karafarin Bank in Guilan province. Which number are 17 branches and sampling was done by census. The data collection tool was a reference questionnaire distributed among the manager of branches. This study was conducted to test the hypothesis of SPSS 20 software and smart pls 2 were used. The results of the hypothesis test showed that entrepreneurship orientation has a positive and significant effect on competitive strategies (differentiation strategy and cost leadership strategy) and business performance of the bank's branches in the Guilan province. Competitive strategies also have a positive and significant impact on the business performance of the Bank's branches. The results also showed that competitive strategies moderate the relationship between entrepreneurial orientation and business performance of the Bank's branch offices in Guilan province.

Keywords : Keywords: Entrepreneurship Orientation, Competitive Strategies and Business Performance

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)