

Investiating the Impact of Market Orientation on business Performance through Learning Orientation and Innovation (Case Study: Guilan Medical Diagnostic Laboratories)

Zeinab Zohrabi*,

Abstract The impact of market orientation on market performance by mediating learning orientation and innovation were studied in a descriptive survey in Guilan Province. The statistical population was composed of all doctors and experts of Guilan medical diagnostic laboratories (N=357), out of wich sample size was determined as n=236 by Cochran sample size formula. The research tool was a questionnaire with three sections. Section one was related to demographic data, section two to respondents market orientation, section three respondents learning orientation, section four and five respondent innovation and business performance. A panel of experts confirmed the questionnaire's face and content validities, and its reliability was estimated to be 0.842 by Cronbach's alpha. SPSS19 Software Package and Lisrel 8.8 at descriptive and inferential levels analyzed data. Research findigs showed that market orientation and learning orientation affect innovation. In addition, innovation has a mediating role on the impact of market orientation on business performance.

Keywords : Keywords: Market Orientation, Learning Orientation, Innovation, Business Performance

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