

Investigating the role of market orientation on the firm's performance with respect to the mediation of green innovation performance (Case study: IranKhodro)

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Considering that many buyers have attracted the attention of foreign buyers in recent years. Internal automobile companies, including Iran Khodro, need to identify the factors that have influenced their position in the market. Therefore, it seems necessary to examine the factors influencing the performance of this company. In this research, we investigate the role of market orientation on the company's performance, considering the mediation of the green innovation performance in IranKhodro Company. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of this study is 120 Iranian car dealers in Gilan province, west of Mazandaran province and Ardabil province. 91 representations were obtained as a research sample by the Cochran formula for finite. The method of sampling in this study is random clustering. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Data were analyzed using SPSS and SMART PLS2 software. Of the three hypotheses presented in the study, all three hypotheses were statistically validated. The most intense effect is related to the hypothesis of the effect of green innovation on the performance of the company and the lowest intensity of the impact on the hypothesis of influencing the market on the company's performance.

Keywords : market orientation, corporate performance, green innovation performance

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