

Explaining Innovation Performance with Regard to Customer Knowledge Management and Dynamic Marketing Capabilities in Active Companies in the food Industry of Guilan Province.

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Nowadays, in a complex and changing environment, innovative performance in product is considered to be a critical factor for organizations in order to create a sustainable competitive advantage and value. Organizations will be more successful with more innovation in response to changing environments and creating and developing new capabilities that can help them to perform better. In this regard, the current study aimed to investigate the explanation of innovation performance with respect to customer knowledge management and dynamic marketing capabilities in active companies at the food industry of Gilan province. It is a descriptive study in terms of methodology and an applied regarding target. The population consisted of the active companies in the food industry of Gilan province which were selected by random sampling. The data were collected using the field study and a questionnaire. To determine the validity and reliability of the research tool were used, respectively, the content validity method and the Cronbach's alpha coefficient. Eventually, in order to analyze the data and test the research hypotheses were used the structural equation modeling via the smart pls 2 software. The results indicated that the dynamic marketing capabilities play a mediating role in the effect of the customer knowledge management on the innovation performance. The results also demonstrated that the research model explains 56.4% of the product innovation performance.

Keywords : Knowledge Management, Product Innovation Performance, Dynamic Marketing Capabilities

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