

Investigating the Mediating Role of Technological Innovation on the Impact of Organizational Innovation on Export Performance of Exporting Companies in Guilan Province

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Abstract Today, given the tendency of companies to globalize, exports are the most common way for businesses. Considering the export performance of the companies in order to be competitive in the field of export is essential and innovation is one of the positive developments of export performance. Many internal and external factors are effective in promoting export performance. The purpose of this study was to assess the role of mediator of technological innovation in the effect of organizational innovation on export performance. The applied research is descriptive and the statistical population is the sample of 38 sampled export companies in Guilan province, which were studied as a sample based on the total number of 38 companies. A standard questionnaire was used to collect data. Its validity was confirmed by content validity, convergent validity, and divergent validity. Reliability of the questionnaire was estimated by Cronbach's alpha and composite reliability higher than 0.7. To analyze the data, the Structure Equation Modeling Stochastic Modeling (SML) method was applied by the least squares method. Research findings showed that organizational innovation has a positive and significant effect on technological innovation and export performance. Technological innovation has a positive and significant impact on export performance. Also, the role of mediator of technological innovation in the impact of organizational innovation on the export performance of exporting companies in the province of Gilan was confirmed. In this regard, it can be said that by investing and promoting innovation in the organizational processes and in the production technology or services, one can see positive export performance. **Keywords:** Organizational Innovation, Technological

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