

Mediating role of marketing capacity on the effect of entrepreneurial tendency on business performance of manufacturing companies of Guilan province

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The purpose of this study was to assess the role of the mediating capacity of marketing in the impact of entrepreneurial tendency on the performance of commercial companies in Guilan province. Research is an applied and rewarding purpose. The statistical population of the research is Guilan province's manufacturing companies. A total of 276 companies were selected by random sampling and were interviewed by directors or representatives of the manager (middle manager, supervisor). The data gathering tool was a standardized questionnaire previous researchers. The questionnaire was used by Kevin and Sullivan (1989), commercial performance of questionnaire (2007) and marketing capacity Knight and Kausgill questionnaire (2004) to measure entrepreneurial orientation. The reliability of the questionnaire was estimated by Cronbach's alpha higher than 0.7. The validity of the questionnaire was confirmed by content validity method. Structural equations modeling based on partial least squares approach was used to analyze the data using Smart PLS3 software. The research findings showed that entrepreneurial tendency has a positive and significant effect on marketing capacity and business performance. Also, the positive and significant impact of marketing capacity on business performance has been confirmed and the role of mediator of marketing capacity in the relationship between entrepreneurial tendency and business performance of Guilan province companies has been confirmed. Accordingly, it can be said that by improving marketing capacity in Guilan province's manufacturing companies and entrepreneurial tendencies, commercial performance will also be improved.

Keywords: entrepreneurial orientation, marketing capacity, business performance

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