

The Impact of Internal Marketing and Entrepreneurship Orientation on Innovation in Governmental Affiliated Enterprises in Guilan Province

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Given the technological growth in recent years, in order to increase the competitiveness of companies, it is necessary to pay attention to innovation in flour factories that are considered as raw materials for various uses. This research is based on the descriptive nature of survey type and in terms of its purpose. The statistical population of this research is the factories of the state commercial affiliate in Guilan province, which includes 6 flour mills and 37 flour consuming companies. A total of 43 companies are considered as research community due to the small size of the community in flour mills and in companies. The flour consumer was randomly assigned to distribute a questionnaire between sales executives, marketing managers and production managers of companies. To calculate the sample size in consumer companies, the Cochran formula was used for a limited society, of which 28 companies were sampled. Data collection was a field experiment. A questionnaire tool was used to collect information. To test the reliability of the questionnaire, Cronbach's alpha was used which was more than 0.7 for all variables. Structural equations and SPSS and SMART PLS2 software were used to analyze the data. the 3 hypotheses presented in this study, 2 assumptions were not approved and 1 hypothesis was not approved. Confirmed hypotheses include internal marketing with entrepreneurship in state-owned subsidiaries in Guilan province, entrepreneurship is related to innovations in government-owned subsidiaries in Guilan province, but internal marketing with innovation in government-owned subsidiaries in Guilan province does not have. The most intense effect is the relationship between internal marketing with entrepreneurship and the lowest impact intensity associated with the relationship between entrepreneurship and innovation.

Keywords : Internal marketing Entrepreneurial orientation, innovation

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