

The Effectiveness of Strategic Learning and Agility on Competitive Capabilities in Knowledge Based Companies

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Today, because of the uncertainty and stability in the business environment on the one hand, and the on-going emergence of one-time innovations knowledge-based firms, on the other hand, the concept of competition among companies operating in the industry has changed. Based on this paradigm shift, companies must focus on building their competitive strengths and capabilities in order to stay and succeed in the marketplace. The main purpose of the present study is to investigate the impact of competitive capabilities on strategic learning and strategic agility in knowledge-based firms. The purpose of this study is applied and the research method is descriptive and correlational. Questionnaire was used to collect data. For the strategic agility variables and competitiveness capabilities, the Aberdi questionnaire (2013) and for the strategic learning variable Idris and Albrai questionnaire (2013) were used. The statistical population of this research includes all the companies operating in Rasht Science and Technology Park and sample size is 108 managers and assistants in Rasht Science and Technology Park ed by simple random sampling. . The results of the research hypotheses test show that the strategic learning and strategic agility of knowledge-based firms have a positive and significant impact on their competitive capabilities. Keywords: Strategic learning, Strategic agility, Competitive capabilities, Knowledge based companies.

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