

# **The Effect of Organizational Creativity on International Business Competencies Due to the Mediating Role of Innovation Capability and Entrepreneurship Capability of Guilan Export Companies**

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**The purpose of this study was to measure the effect of organizational creativity on international business competencies considering the mediating role of innovation capability and entrepreneurship capability of active export companies in Guilan province. The applied research is descriptive and the statistical population of the research is active companies ed in 2018 who were ed by available method and were interviewed by the directors of the ed companies or financial assistant . The data gathering tool was a questionnaire. Validity of the questionnaire was confirmed by content validity and opinion of professors and experts. Reliability of the questionnaire was confirmed by Cronbach's alpha. Structural equation modeling based on partial least squares approach was used to analyze the data using SmartPLS3 software. The research findings showed that organizational creativity has a positive and significant effect on innovation and entrepreneurship capability and international business competence. Also, the positive and significant impact of innovation and entrepreneurship capability on international commerce competence was confirmed. In this regard, it can be said that by enhancing the capabilities of entrepreneurship and innovation, the effect of organizational creativity on international business competence will increase in exporting companies in Guilan province.**

**Keywords : Organizational Creativity - Innovation Ability - Entrepreneurship Capability - International Business Competency**

