

Impact of Information Technology Support and Knowledge Sharing on Product Innovation Performance in Small and Medium Enterprises in Eshtehard Industrial City

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Today, given the increasing level of competition between small and medium-sized companies, improving innovation performance is one of the things that can give companies competitive advantage. Accordingly, the present study aimed to determine the impact of information technology support and knowledge sharing on product innovation performance through the mediating role of organizational learning capability and moderating the education level of managers, which was investigated in small and medium-sized companies in Eshtehard Industrial City. it placed. The purpose of this study was descriptive-survey and applied in a descriptive-survey method. Participants were ed through simple random sampling. Standard questionnaires with confirmed validity and reliability were used for data collection. Structural equation modeling results showed that information technology support and knowledge sharing had a positive effect on learning ability. Learning capability, in turn, has a positive impact on product innovation performance. Finally, innovation performance has a significant positive impact on innovation effectiveness.

Keywords : : IT support, Knowledge sharing, Product innovation performance, Organizational learning.

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