

The Impact of Using Business Intelligence Systems on the Corporate Performance of High-tech Manufacturing Companies in Guilan Province

Behnaz Farhadian Esfahani*,

With the rise of startups and tech companies in today's competitive world and the focus of most service and business organizations on utilizing smart systems for doing business, the need to pay attention to concepts such as business intelligence systems has become increasingly important. Therefore, the purpose of this study was to study the impact of using business intelligence systems on the performance of high-tech manufacturing companies in Guilan province. The statistical population of this study consisted of listed companies in Guilan Science and Technology Park. The present study used a field method and a questionnaire tool whose validity and reliability were confirmed. Cochran's method for finite communities was used to study the sample size. Data were analyzed by purposeful non-random sampling method using SPSS-25 and PLS-3 software. The results of the study showed that internal marketing, sales, management and operations play a mediating role in the relationship between routine use of business intelligence and corporate performance, while the mediating role of procurement has not been acknowledged. On the other hand, these results show that internal marketing, sales, management and operations also play a mediating role in the relationship between innovative use of business intelligence and corporate performance, while the mediating role of logistics still has no effect on the relationship.

Keywords : Corporate performance, routine use, innovative use, business intelligence systems

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