

Understanding the links between innovation performance, market performance and financial performance (Case Study: SMEs in Rasht County)

Mohsen Eshghi*, Gholamreza Shojs Talab,

The present study is a descriptive one and is applicable in terms of its purpose. It is also considered a field for collecting data. In order to achieve the research goals, residents of Ghaleh Roodkhan (in Qal'eh Rudkhan region) were studied. Sampling method used in sample ion In this research, a random sampling method is available. A standard questionnaire was used to collect data. The Measurement Scale of Options in the Questionnaire, the Likert Option 5 is totally in agreement, and I totally disagree. Validity of the questionnaire was reviewed by experts and experts and confirmed by Cronbach's alpha. Also, structural equation test was used to test the research hypotheses. The results of the research show that all variables, apart government support, all have a good impact on entrepreneurship.

Keywords : Key words: Entrepreneurship space, Market, Native products, Tourism services

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