

عنوان مقاله:

(Study of Relationship between Innovation and Marketing Performance Level (Case study of Kale Co

محل انتشار:

هشتمین کنفرانس بین المللی حسابداری و مدیریت با رویکرد علوم پژوهشی نوین (سال: 1396)

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خلاصه مقاله:

This study aims to examine and identify the relationship between innovation and marketing performance level, using five variables of small size of organization, lack of administrative affiliation (independency), traditional and public service and focus on new and innovative services. This study measures the spatial correlation and causal relationship between five independent and dependent variables. Data collected through interviews and questionnaires. The domain of study is Kaleh Food Co. during a nine months research. Based on findings, elements of small size of organization (small organizations) and lack of administrative affiliation (independency) have positive effects on innovation. It should e mentioned that there is a negative relationship between innovation and organizational size, the smaller the size of organization, the greater the impact on innovation. Also, when the organization concentrates on public and widespread services, there is a negative correlation between innovation and marketing performance level, in this situation, innovation would adversely affect the marketing performance level. But when it focuses on new and special services, there would be a positive correlation between innovation and marketing performance level. Finally, all the research hypothesis was accepted 99%. It can be concluded from the main question of research that there is a direct and positive correlation between innovation and marketing performance level. So according to this significant .positive relationship, every innovative organization has a more successful performance

کلمات کلیدی:

Innovation, Size of organization, independency (lack of administrative affiliation), public and widespread services, special services

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