

## عنوان مقاله:

The Mediating Role of Sustainable Competitive Advantage in The Relationship Between Technology Commercialization Capabilities and Market Performance in Iranian Dairy Industries

## محل انتشار:

اولین کنفرانس بین المللی تحقیقات پیشرفته در مهندسی عمران، معماری و شهرسازی (سال: 1402)

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## خلاصه مقاله:

Due to the increase in market share, the number of products sold also increases, enabling the acquisition of low-cost production. Therefore, the differentiation strategy for competitive advantage can lead to an increase in market share, which is stable and leads to a low-cost position. Technology commercialization can be used as a process for acquiring ideas and a complementary knowledge tool and improve the process of commercialization of technology in the development, production and sale of marketable products. The aim of this study was to investigate The Mediating Role of Sustainable Competitive Advantage in The Relationship Between Technology Commercialization Capabilities and Market Performance in Iranian Dairy Industries. The method of this research is quantitative and applied in terms of type. The statistical population consisted of 306 senior managers, managers, senior experts and experts in R&D, quality, marketing, commerce, sales, production, education, human resources and information technology of 11 major dairy companies in Tehran and Fars provinces. To analyse the data, descriptive statistics, inferential statistics, structural equations model and SPSS and Smart PLS software were used. The results confirm the mediating role of Sustainable Competitive Advantage and show that Technology Commercialization Capabilities can affect market performance both directly and indirectly.

## کلمات کلیدی:

Technology Commercialization Capabilities, Sustainable Competitive Advantage, Market Performance, Dairy Industry, Competitive Advantage, Structural Equations Model

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