

عنوان مقاله:

Investigating the Relationships Between Sustainable Management Activities, Technology Commercialization Capabilities, Sustainable Competitive Advantage and Market Performance: The Moderating Role of Supply Chain Impact

محل انتشار:

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خلاصه مقاله:

Objective: In today's complex environment, designing strategies that can help them improve market performance is essential. Method: The research is applied in terms of methodology and the type of reasoning is deductive. Data collection is based on numerical information and questionnaires and is quantitative. The study's statistical population includes managers and experts of 11 major dairy companies located in Tehran and Fars provinces in Iran. Among the distributed questionnaires, 306 questionnaires were returned to the researcher. In order to investigate descriptive statistics and preprocessing, SPSS 26 software and Smart PLS 3 software have been used for data analysis and statistics. Structural equation modelling (SEM) method is used to test the relationships between variables. Results: The results showed that sustainable management activities, technology commercialization capabilities (TCC) and sustainable competitive advantage (SCA) positively and significantly affect market performance. Also, the impact of the supply chain positively adjusts the causal relationship between TCC and market performance. Conclusion: Considering that the mentioned model in the research has a good fit and improves the market performance and SCA of the company, it can be concluded that companies can increase the company's market performance by paying much attention to the components of sustainable management activities. Objective: In today's complex environment, designing strategies that can help them improve market performance is essential. Method: The research is applied in terms of methodology and the type of reasoning is deductive. Data collection is based on numerical information and questionnaires and is quantitative. The study's statistical population includes managers and experts of 11 major dairy companies located in Tehran and Fars provinces in Iran. Among the distributed questionnaires, 306 questionnaires were returned to the researcher. In order to investigate descriptive statistics and preprocessing, SPSS 26 software and Smart PLS 3 software have been used for data analysis and statistics. Structural equation modelling (SEM) method is used to test the relationships between variables. Results: The results showed that sustainable management activities, technology commercialization capabilities (TCC) and sustainable competitive advantage (SCA) positively and significantly affect market performance. Also, the impact of the supply chain positively adjusts the causal relationship between TCC and market performance. Conclusion: Considering that the ... mentioned model in th

کلمات کلیدی:

Quality Management Activities, Knowledge Management Activities, Competitive Intelligence Activities, Technology Commercialization Capabilities, Supply Chain Impact, Market Performance

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