

عنوان مقاله:

Examining the Relationship between Marketing Capability and Innovation

محل انتشار:

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خلاصه مقاله:

The need for organizations to innovate comes from increasing competition and customer demands and new market areas. In today's complex and turbulent environment the need for innovation in products and processes is widely recognised. For firms competing in a global market place, innovations play an increasingly vital role in achieving superior performance. Marketing capability is considered to be an important factor to innovation and enhance competitive advantage of firms. The present paper intended to study the relationship between marketing capability and innovation. The study was conducted through descriptive-applied method and standard questionnaire was tool of data collection. The statistical population included 80 managers of stone and mining industry in Isfahan that among whom 70 persons were studied as research sample using Cochran formula. The results revealed that there is a positive and significant relationship between marketing capability and innovation.

کلمات کلیدی:

Capability, marketing capability, innovation

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