

عنوان مقاله:

Evaluating the Factors Affecting SMEs Performance in Iran

محل انتشار:

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خلاصه مقاله:

Moving toward an open and competitive economy requires developing and supporting private sector and establishing small and medium-sized enterprises. This movement requires education, establishing job infrastructure, and knowledge transfer facilities in order to increase small and medium-sized businesses and also to develop entrepreneurship. These enterprises have affected world economy through four channels, i.e. entrepreneurship, innovation and change in technology, dynamism of industry, and eventually, creating job opportunities and increasing income. In the current study, the researcher tries to answer the question that whether the innovation and marketing abilities, managers' education, and work experiences have led to an improvement in small and medium-sized enterprises' performances? This research is performed using descriptive-survey method. The required information was collected by questionnaire, and descriptive and analytical statistical methods were employed in order to analyze the data by using SPSS. The results of the study indicated that there is a significant and positive relation between the innovation and marketing abilities, managers' education, work experiences and the performance of small and medium-sized enterprises.

کلمات کلیدی:

Marketing capability; Innovation capability; Small and Medium-sized Enterprises

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