

## عنوان مقاله:

Innovative effect of environmental turbulence and strategic orientation on firm performance: Evidence from the field

## محل انتشار:

هفتمین کنفرانس بین المللی مدیریت فناوری و چهاردهمین کنفرانس بین المللی آسیالیکس (سال: 1396)

تعداد صفحات اصل مقاله: 18

## نویسندگان:

Mahmoud Zamani - *PhD. Candidate of Technology Management, Faculty of Management, University of Tehran, Tehran, Iran*

Mohammadreza Goshtabi - *PhD. Candidate of Technology Management, Faculty of Management, University of Tehran, Tehran, Iran*

Bahareh Moheban - *PhD. Student of Production and Operation Management, University of Tehran, Tehran, Iran*

## خلاصه مقاله:

This paper analyzes how environmental uncertainty and strategic orientation (includes market orientation and innovation orientation) influence product innovation. The research also examines the effect of product innovation on firm performance. Confirmatory factor analysis (CFA), correlation and Structural Equation Modeling (SEM) technique using PLS statistical software were employed to test of the research model and hypotheses. The results of our empirical analysis, based on a sample of 23 Iranian pharmaceutical firms, suggest that: (1) environmental turbulences positively influence market orientation, innovation orientation and product innovation; (2) market orientation and innovation orientation positively affect product innovation. And finally, (3) product innovation significantly influence firm performance.

## کلمات کلیدی:

Strategic orientation, Product innovation, Environmental uncertainty, Business performance

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/750071>

