The Impact of Organizational Learning on Strategic Flexibility, Competitive Strategies and A Company’s Performance (Case Study: Tehran Pegah Company)

Fatemeh Radfar*, Ebrahim Haddadi**

* Master of Public Administration from Azad University in Zahedan.
** PhD in public administration staffing trends Azad University in Zahedan.

Abstract

The major changes in the economic environment caused by globalization and technology have forced organizations to make significant changes in order adapt and survive in the modern world. The main purpose of this study is to examine the impact of organizational learning, strategic flexibility and competitive strategy on the organizational performance of Tehran Pegah Company. Data collection has been conducted by library method and distributing questionnaire. The sample size is determined using Morgan table. 344 questionnaires have been distributed among the population by simple random sampling. In order to test the hypothesis, multiple correlation and regression analysis has been used. The results of this study suggest that organizational learning, strategic flexibility and competitive strategy have a direct and significant impact on the performance of Tehran Pegah Company.

Key Words: organizational learning, strategic flexibility, competitive strategy, a company’s performance

References


