The Impact of Innovation on Marketing Capabilities and Performance Consequences of Small and Medium-Size Enterprises

Faezeh Fendereski *, Hossein Didekhani**

* Department of Management, Aliabad Katoul Branch, Islamic Azad University, Aliabad Katoul, Iran
** Department of Management, Aliabad Katoul Branch, Islamic Azad University, Aliabad Katoul, Iran

Abstract

Today, implementing the best performance in the field of marketing has become a fundamental concern of managers in production companies and managers try to use different techniques to achieve superior performance. In this respect, innovation and marketing capabilities are considered to be effective factors in achieving competitive advantages and superior performance for companies. In this study, by reviewing these factors, the impact of innovation on marketing capabilities and the performance of small and medium-size enterprises were examined by structural equation approach. This was based on descriptive correlation study and it was applicable study. The statistical population consisted of 275 small and mediums-size enterprises in Iran, that 162 were selected as sample. Based on the results of this study, the positive impact of innovation on marketing capabilities as well as the effects of these two variables on the performance of enterprises was asserted.

Keywords: Innovation, Marketing capabilities, Performance, small and medium-sized enterprises
References


