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THE EFFECT OF TECHNOLOGICAL AND ORGANIZATIONAL INNOVATION ALLOWING THE PERFORMANCE OF THE COMPANY (CASE STUDY FOOD COMPANIES GILAN)

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ABSTRACT

Organizational innovation (OI) introduction of organizational methods for business management in the workplace or in the relationship between a company and foreign agents (O C D January, 2005). Organizational innovation is now one of the most important sources of competitive advantage for organizations, because of the nature of it is context-dependent. However, organizational innovation has not been a lot of understanding) (Hamel, G, 2009.

This study evaluated the relationship between organizational innovation and technological innovation capability stems, and their effect on the company's performance using a source-based framework with a view to the analysis.

This is an empirical evidence from a study of 87 food manufacturing company Gilan and structural modeling of the system functions using partial least squares which is the Cronbach's alpha is about 91/0.

The results confirmed that claim to support technological innovation and organizational innovation development capabilities, and that the institutional innovation and technological capabilities for products and processes can be to become high-performance company.

Keywords: Innovation, Technological Capabilities, Organization, Product Innovation, Process Innovation

INTRODUCTION

In the current competitive market, manufacturing companiesseeking to maximize the profitability of their own.The profitability through increasing the yield of corn created for companies. Performance and durability are vital for survival is considered. The administrative organization to respond to a series of social needs are formed and during his life as long as they continue to respond to the social needs of his time And if social conditions change or the changing nature of the social needs of the organization, and Or radically change its structure and in accordance with the new social conditions. The administrative structure should be a function of space and social conditions and try to respond to a series of social needs. The sum of these reasons makes the variables that affect performance are important for the fruit.The most important factors affecting the performance of today's organizational and technological innovation capability in organizations that improve the performance (Jesse T. Barfield & et.al, 1998).

Also, Graham and Anderson (1989) found that a key function of the competitive goals. They used a simulation institutions moved to a purpose-driven self against a target rival compare.The purpose of the stock market when the market turns nicely, Reducing profits. Vndrajvn and colleagues in a study meta-analysis of market shares and profits have done.The study of the sector, positive communication between the stock market and interest shown in this location. Most Natran concluded causal relationship is the ratio (Damanpour, F, 2010). While others (such, Aaker and Jacobson in 1985, Van Katrmn and his colleagues are opposed to this. For example, institutions with the aim of their profits may produce better products and, consequently, to get market shares as well their own Damanpour, Aravind, 2006)).

Many studies have been conducted in this area, which is just a few of them:

Kamysvn and Lopez (2014) 144 Industrial Spanish and modeling research on a system of structural functions using partial least squares are. The results confirmed that organizational innovation capabilities and technological innovation supporting the development of innovation and that the organization And technological capabilities for products and processes can lead to high-performance company.Poor's (2010) research on industrial enterprises English and modeling a system of structural functions using partial least squares extrusion. The results confirm the relationship between company performance and product innovation capability If product innovation to

customer demand for new products or new markets is the tendency of managers to take the product and process innovation as phenomena Apart from the introduction and market conditions affecting the Company can be increased by high-performance organizations.

According to the researchers sought to examine the impact of the above technological and organizational innovation allowing the performance of the company (Case study food companies Gilan) is.

METHODOLOGY

View the complexity of the present time, all of us in our personal and professional lives we face dilemmas and complex that there is no escape and should think of ways to solve them. Due to global developments and the rapid changes in various aspects of science and technology and placed Views As well as changes in the structure of companies and organizations around the world one day and the next day as an integrated engineering Organization or structure arises again, see which are the organizations are no exception (Augusto M, 2009).

In this study the type of applied research and methods, descriptive study of research methodology. They are causal, and finally the data collection method is the type of field.

The main objective of the study was to evaluate the impact of technological and organizational innovation allowing minor impact on the company's performance and objectives of organizational innovations on technological innovation, The impact of technological capabilities on firm performance, the impact of organizational innovation on the performance of the company.

The research hypothesis is as follows:

1) organizational innovation with technological capabilities and a significant positive correlation.

2) Technological capabilities (product innovation and process innovation) and a significant positive correlation with company function.

3) Organizational innovation has a significant positive correlation with company function.

The population of this research includes food manufacturing companies is the province of Gilan. Sampling, sampling is simply the total number of 144 participating companies, according to the Chamber of Commerce, which is currently 12 companies No activity of the remaining 132 companies, among them a questionnaire was distributed to 87 companies responded to the questionnaire and were considered as examples.

Method of data collection in the field of research and data collection tool is questionnaire.

The questionnaire consists of five main sections include:

Part I: Organizational Innovation 9 question. The second part consists of 5 questions is product innovation capabilities. Part III includes 11 questions is process innovation capabilities. Section IV: firm performance, including 6 questions.

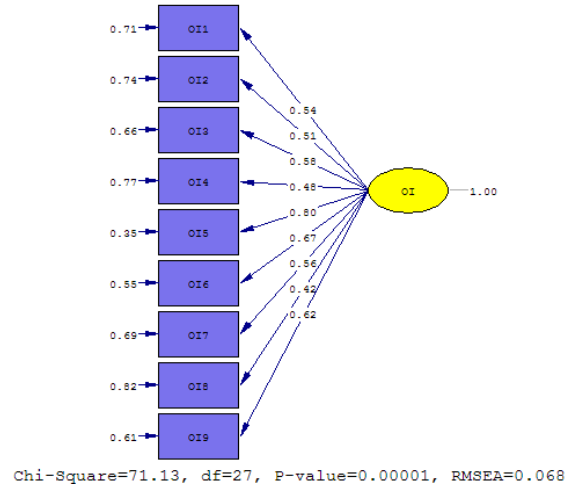
By professors and experts confirmed the validity and reliability of the questionnaire using Cronbach's alpha, which is equal to 919/0 respectively.

To analyze the data, the amount or value of each variable rates based on data obtained from the questionnaires, were determined and The description of the data in the form of tables and graphs, descriptive, they created an overview of the distribution of various statistical models that can use the help. This part of the analysis was done by SPSS 20 software. With a set pattern, Structural equation modeling was to test hypotheses through research and the model will be tested by this method. The analysis is done by the software lie LISREL 8.54.

Analysis

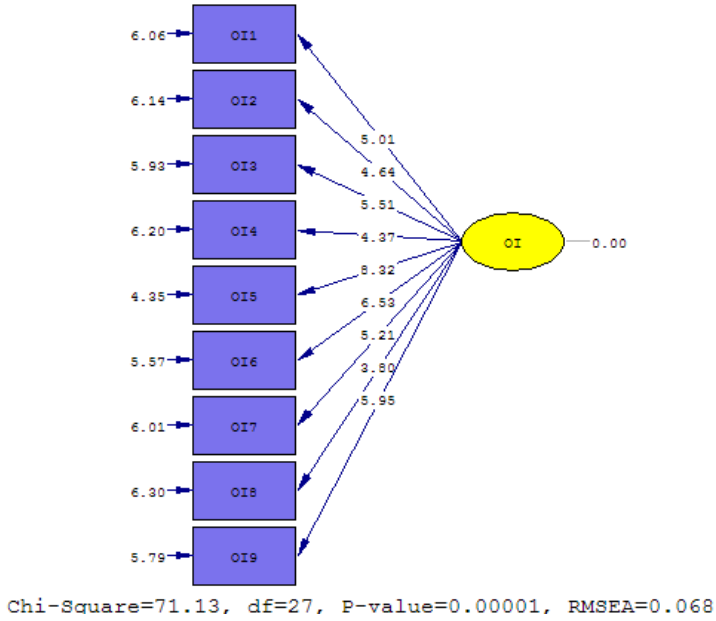
- Confirmatory factor analysis of organizational innovation

the standardized coefficients are shown in the following diagram organizational innovation and convergence of its validity is checked on the basis of factor loadings. What measurement equations derived in this chart is that all factor loadings To provide high levels of 0.4 and a lot of questions on organizational innovation can be measured



Measurement model organizational innovation in load factor

The chart below is a significant factor in organizational innovation is shown by t test. T test results for each measurement equations show that the relationship is significant latent variables related items.



Measurement model and organizational innovation in significant coefficients

- Fit the criteria for measuring organizational innovation models

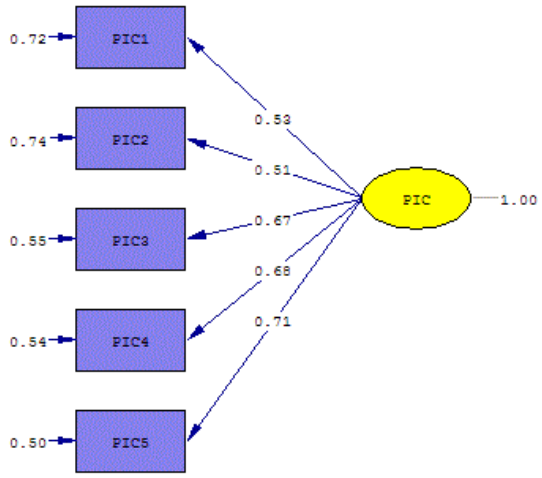
Factor analysis of organizational innovation model parameters in the table below shows the model with data collected from statistical samples, a good fit. The items used to measure organizational innovation have been properly handled.

Fit indices of organizational innovation

RMSEA	^{2}/dfχ	NFI	NNFI	CFI	GFI	AGFI	Index
0.068	2.634	0.90	0.91	0.96	0.94	0.84	**Earned Value**
0.08 >	>3	0.9<	0.9<	0.9<	0.9<	0.8<	**Allowance**

- Confirmatory factor analysis to product innovation

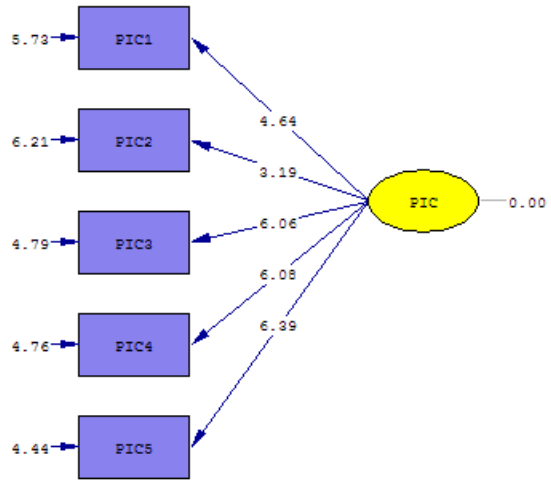
In the diagram below standard variable coefficients shown in product innovation on the basis of factor loadings-its convergent validity is checked. What measurement equations derived in this chart is that the questions can vary greatly in product innovation are analyzed.



Chi-Square=10.88, df=5, P-value=0.05379, RMSEA=0.067

Confirmatory factor analysis model of product innovation in variable load factor

The following graph varies significantly by product innovation in the coefficients t statistics are shown. T test results for each measurement equations show that the relationship is significant latent variables related items.



Chi-Square=10.88, df=5, P-value=0.05379, RMSEA=0.067

Confirmatory factor analysis model coefficients of significant variables in product innovation

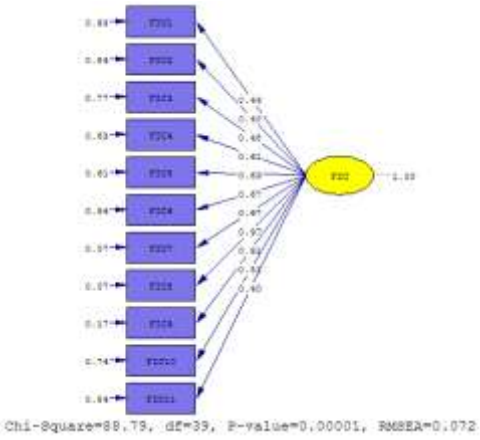
- Measurement model fit indices for variable product innovation Factor analysis of product innovation variable model parameters in the table below shows the model with data collected from a sample statistical survey is a good fit. That is a good question to have been used to measure the variables.

Product innovation variable fit indices

RMSEA	^{2}/dfχ	NFI	NNFI	CFI	GFI	AGFI	Index
0.067	2.176	0.92	0.91	0.95	0.95	0.86	**Earned Value**
0.08 >	3 >	0.9<	0.9<	0.9<	0.9<	0.8<	**Allowance**

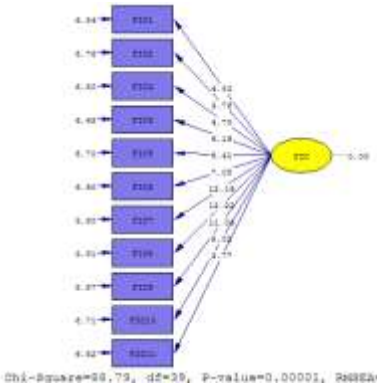
Innovation in the process of confirmatory factor analysis

In the diagram below standard variable coefficients shown in the innovation process and on the basis of factor loadings-its convergent validity is checked. What measurement equations derived in this chart is that the questions can vary greatly Innovation They were included in the process.



Confirmatory factor analysis model innovation process variable in the factor loadings

The chart below is a significant factor in changing innovation in the process shown by the t statistic. T test results for each measurement equations show that the relationship is significant latent variables related items.



Confirmatory factor analysis model variables significant factor in the innovation process

Fit indices for variable measurement model innovation process

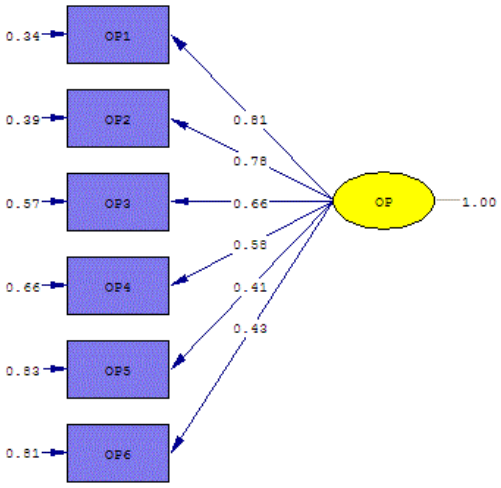
Factor analysis variable model parameters in the process of innovation in the table below shows the model with data collected from a sample statistical survey is a good fit. That is a good question to have been used to measure the variables.

Variable fitting indices innovation process

RMSEA	$^2/df\chi$	NFI	NNFI	CFI	GFI	AGFI	Index
0.072	2.277	0.91	0.92	0.94	0.90	0.83	**Earned Value**
0.08 >	3 >	0.9<	0.9<	0.9<	0.9<	0.8<	**Allowance**

Confirmatory factor analysis of the company's performance

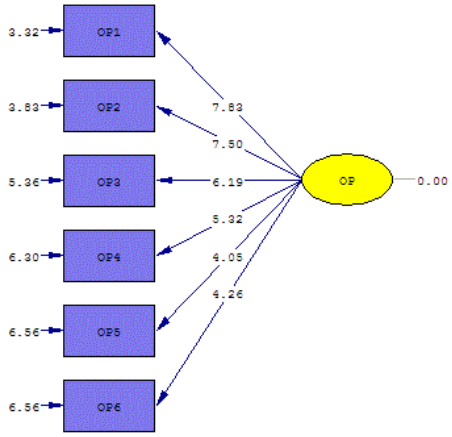
The following diagram shown variable performance in standardized coefficients based on the convergence of factor loadings validity is checked. What measurement equations derived in this chart is that the questions can vary greatly in their performance measured.



Chi-Square=17.02, df=8, P-value=0.02991, RMSEA=0.054

Confirmatory factor analysis model is changing the company's performance in the factor loadings

In the following chart the company's performance in the case of variable coefficients shown significant by t test. T test results for each measurement equations show that the relationship is significant latent variables related items.



Chi-Square=17.02, df=8, P-value=0.02991, RMSEA=0.054

Confirmatory factor analysis model is changing the company's performance in the case of significant coefficients

- Measurement model fit indices for variable performance

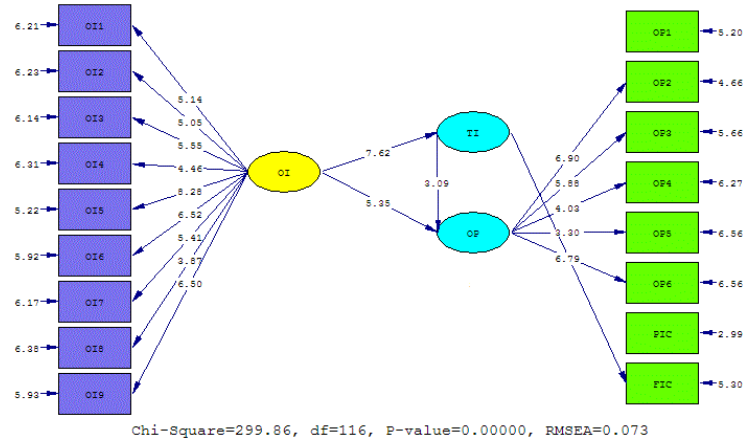
Factor analysis of the company's performance variable model parameters in the table below shows the model with data collected from a sample statistical survey is a good fit. That is a good question to have been used to measure the variables.

Variable fitting indices performance

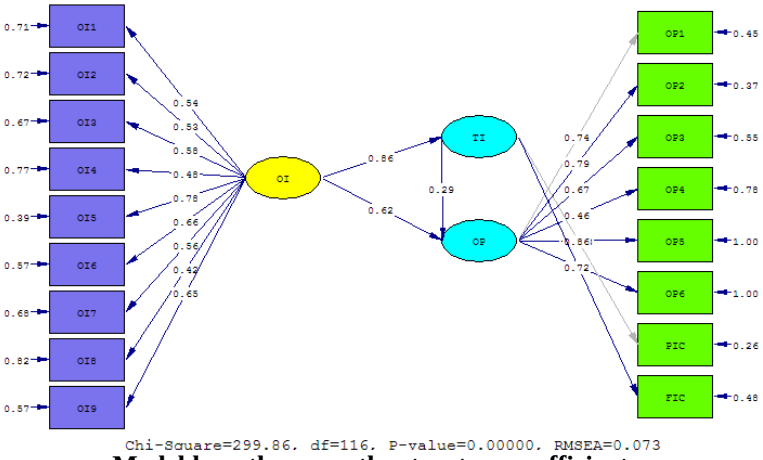
RMSEA	χ^2/df	NFI	NNFI	CFI	GFI	AGFI	Index
0.054	2.128	0.91	0.90	0.95	0.97	0.87	**Earned Value**
0.08 >	3 >	0.9<	0.9<	0.9<	0.9<	0.8<	**Allowance**

- Test assumptions

In the following charts the significant coefficients and coefficients of structural equation modeling hypotheses on the structure shown. As in the case of significant coefficients, t-statistic outside the range of 1.96 1.96+ be hypothesis is confirmed. Structural coefficient of the independent variable on the dependent variable is the relationship or influence. The figures also include the effects Indirect organizational innovation in changing the company's performance through the role of moderator of technological innovation into account.



Significant coefficients in the model hypotheses



Model hypotheses on the structure coefficients

Indicators model hypotheses

Indicators research model in the table shows the model with data collected from a sample statistical survey is a good fit. This model shows the relationship properly.

Indicators of overall research model

RMSEA	χ^2/df	NFI	NNFI	CFI	GFI	AGFI	Index
0.073	2.585	0.91	0.92	0.92	0.91	0.85	**Earned Value**
0.08 >	3 >	0.9<	0.9<	0.9<	0.9<	0.8<	**Allowance**

-Assumptions path analysis

All direct routes available in the table are based on hypotheses and significant numbers and significant coefficients shown T And accordingly can be approved or rejected assumptions made necessary studies. As is clear that the greatest impact on the model of technological innovation and organizational innovation. According to the statistic T can be

concluded that all hypotheses are confirmed in 99 percent confidence level.

Directly examined

Result	t	B	Route	Hypothesis
Confirmation	7.62	0.86	**Organizational innovation to technological innovation**	**Hypothesis1**
Confirmation	3.09	0.29	**Technological innovation in the company's performance**	**Hypothesis2**
Confirmation	5.35	0.62	**Organizational innovation performance**	**Hypothesis3**

- Indirect effects

To determine the role of social capital intermediary in indirect routing table is shown.

Check mediator OCB

T	Effect	Type of work	The direction of impact
5.35	0.62	**Direct effect**	**Organizational innovation performance**
(7.62)×(3.09)	0.249	**Indirect effect**	**Organizational innovation to technological innovation in the company's performance**

As is clear that the direct effects of organizational innovation on firm performance is equal to 0.62.While the indirect impact of organizational innovation on firm performance through technological innovation intermediary variable is the amount of 24.9%. Therefore it can be concluded that the relationship between organizational innovation and technological innovation to enhance the company's performance is proven to be the mediator.Therefore, the impact of organizational innovation on firm performance in a model study of the sum of the direct and indirect effects, which amounted to 86.9 per cent.

CONCLUSION

According to the research hypothesis statistics obtained by the research hypothesis is correct and the direct impact variables were 62% and 24% variable indirect impact The data is fairly good compared with other research data that shows the impact of organizational innovation Pierre Gilan food is produced on the company's performance.

The uncertainty of the environment in the questionnaire can be varied so that the environmental impact is very high, for example, : Fluctuating demand is extremely high, so that in some cases even demand reached zero.

Industry sales growth has been extremely low, so that some companies into bankruptcy is taken.

Negative publicity by advertising customers as well as the other competitors, changes in technology and also there is a lack of staff to use the equipment.

Social, political and cultural changes that disturb the environment affect customer

behavior in order, and stability is not at the same time.

- The results of descriptive statistics

1. Average product innovation capabilities, equivalent to 4.3586 and 0.59855 with a standard deviation, which shows the changing of the chief executives of the relevant organizational innovation, higher than the average expected (Score: 4), and is desirable.

2. Average functionality of the innovation process, which is equivalent to 4.0741 and 0.70205 with a standard deviation of the process variable innovation capabilities of senior managers of the respective companies, higher than the average expected (Score: 4), and is desirable.

3. The average organizational innovation, the equivalent of 4.2273 and with a standard deviation of 0.51754, which shows the changing of the chief executives of the relevant organizational innovation, higher than the average expected (Score: 4), and is desirable.

4. Average performance of the company, equivalent to 3.9770 and 0.50907, which is the standard deviation of the variable performance of senior managers of the respective companies, below the average expected (Score: 4) is not desirable.

5. Average of technological innovation, with a standard deviation of 4.2163 and 0.57093 indicates that the chief executives of the relevant variable in terms of technological innovation, higher than the average expected (Score: 4), and is desirable.

- The results of inferential statistics

As described in detail in Chapter IV, data analysis and hypothesis testing, leading to the following conclusions are as follows:

1. Organizational innovation and technological innovation and positive relationship between the two variables that are significant

2.Significant relationship between technological innovation and the company's performance there.

3. organizational innovation and performance and positive relationship between the two variables is significant.

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