تأثير المقدرات الجوهرية في التسويق الريادي (دراسة تحليلية على عينة من مديري الشركات الصغيرة والمتوسطة في محافظة النجف)

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Abstract

The purpose: The paper aims at define the relation and Impact Core Competences via (the organizational learning, technology management ,human capital and the strategic flexibility) in achieving Dimensions of entrepreneurial marketing (proactive orientation, opportunite orientation, innovation in product, risk taking, resource leveraging and value creation of customer).

The paper Method: The paper problem is defined within a set of questions that deal with the nature of the affecting relation between the paper variables and the differences between the companies according to the sectors where they works, hence a hypothetical plan had been put for the paper to express four main hypotheses. To verify these hypotheses all are put under many tests. To obtain the required data we used the questionnaires as well as the descriptive analytic method as a method for

Impact Core Competences in entrepreneurial marketing

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the paper. The paper samples were (959) directors of a small and middle companies in Al- Najaf Al- Ashraf province. The deliberate sample is used to test (105) directors and this sample occupied 11% of the total paper samples. The data are analyzed by a set of the statistical styles (Kendall’s Rank Correlation, the simple and multi Linear Regression). The results are obtained by program (spss pct v.10)
The Paper Value: The paper obtained a set of the theoretical and field results, the most important ones are: the companies are not defined because the followed standards are insufficient, the companies did not put defined aims to understand the new ideas of the working individuals or from those who are out of the company. The companies test their external environment and their variables, the companies their potentialities to be adopted with these variables which resulted in conducting continuous development for the production and achieving the entrepreneurial marketing via fulfilling the changeable customer desires.