Analyzing the Effect of Firm Ownership on Diversification Strategy

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Abstract

This paper analyzes the relation between firm ownership and diversification strategy. To understand this, diversification strategy of state-owned, private and public listed companies has been studied. To understand the type and scope of diversification Vardarajan, and Ramanujam’s model has been used. Results, using Cramer test, Goodman and Kruskal Tau tests, show that there is a meaningful relation between firm ownership and diversification strategy. State-owned firms show highest diversification and diversify very much. Private firms diversify the least, and do only related diversification. Although public firms diversify somehow more than private firms, these companies diversify mostly relatedly. Firm ownership was also classified to government-owned, private and public categories. Statistical population of this research includes companies listed in Tehran Stock Exchange (TSE), and descriptive statistics show that there is a meaningful relation between firm ownership type and firm diversification strategy. Government owned companies have highest level of diversification. Diversifications of these companies have been mostly unrelated diversification. These companies have experienced low related diversifications. Private firms have lowest level of diversification. These companies have experienced related diversification mostly and unrelated diversification is not very common among private firms. Public firms have a moderate level diversification. Their diversification is higher than that of private firms; however they have also diversified into related fields and experience low unrelated diversification.

Key words: Diversification Strategy; Firm Ownership; Related Diversification; Unrelated Diversification; Government-Owned Diversification.

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Strategic Renewal: the Role of Organizational Learning

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Abstract

Regarding the increasing speed of the changes, establishing flexibility and dynamism in internal environment, the management can change the strategies and the internal factors in the best way to maintain its competitive advantages and also can adapt organization with the changing conditions and demands of the environment. The one important instrument to reach this goal is strategic renewal. Develop and implement the strategic renewal in organization is influenced by many factors. One of these factors that influence and facilities strategic renewal is organizational learning. The present paper seeks to examine the impact of organizational learning on strategic renewal. To attain this goal, having the research factors recognized and the experts questioned, a questionary was designed and distributed in the statistic society (Saipa industrial group) with two parts of questions, concerning the strategic renewal and the organization learning. Having the research data gathered, it was analyzed by the spss and visual pls softwares. Data analysis suggests that organizational learning effect on strategic renewal. Among the seven subsidiary assumptions the influence of four assumptions including the shared vision, the systematic thinking, the participative leadership and the development of the employees’ competency on the strategic renewal was confirmed. The influence of three other subsidiary assumptions including the organization culture, the team work and learning and the knowledge sharing on the strategic renewal was rejected.

Keywords: Strategy; Strategic Management; Strategic Renewal; Organizational Learning.

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The Model of Effective Variables on Medical Tourisms’ Motivation for Choosing Iran

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Abstract

Medical Tourism forms a significant proportion of less developed countries’ income. With regard to Iran’s attractiveness for tourists and big advantages of developing this industry in the country and lack of researches in this field, identification of motivations of medical tourists for choosing Iran, can significantly improve this burgeoning industry. Statistical population of this research is foreign medical tourists which have traveled to Iran for medical treatments. The data is gathered through distributing 56 questionnaires consist of 38 questions between medical tourists which were chosen by the method of convenience sampling. For testing the conceptual model multi linear regression has been applied. Results showed that while treatment cost, waiting time, treatment options, medical facilities and sociological factors are significantly and positively influential on medical tourists’ motivation, service quality, political conditions and tourist attractions has not any significant influence on medical tourists’ motivation. Therefore, we suggest concentrating the investment on the first 5 above mentioned factors in marketing plans and considering prevention of bad effects of the other factors.

Keywords: Medical Tourist; Treatment Variables; Destination Variables; Motivation.

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Abstract

Performance Consequences of Brand Equity within Value Chain from Retailers Viewpoint (The Case of Study: Sepahan Oil Company)

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Abstract

In recent years, impact of brand equity on firm value has been confirmed in several studies. Brand equity is one of the assets that not only maintain the company value but it also only maintains the company value but it also is followed by their customers loyalty. Brand equity creates value for all members of this study is the investigating of whether dimensions of brand equity have any effete on such Performance indices of company such assets and brand profitability. This study is an applied research by using descriptive - survey method for gathering data. Statistical population is oil change retailers in Tehran and 250 retailer selected as a sample volume. Random cluster sampling method was used in twenty – two district in Tehran. Structural equation model (SEM) were used for data analysis. SPSS, lizrel and PLS were used for this analysis. The results showed that all relationships were confirmed except one.

Keyword: Brand Equity; Value Chain; Performance Consequences; Retailer.

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Supply Chain Integration and Firm Performance in Iranian Food Industry

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Abstract

Over the past two decades, various notions from perspective of different researchers regarding SCM have been put to test. One of the crucial issues, in this regard, is the concept of Supply Chain Integration. In fact, supply chain integration provides a firm with the major opportunities to achieve improved performance and enhance its market position. So, supply chain is of interest for companies’ managers as a basic principle, and in addition to focus on internal operations of their firm, managers look for establishing long term relationship with suppliers and customers based on mutual commitment and trust. This paper aims to report on an investigation of supply chain integration, and how this leads to firm performance. This will be accomplished by identifying the three-ways relationship between the level of supply chain integration, utilizing supply chain management practices, and firm performance. So, strategy of supply chain integration can be related to its competitive strategy that will provide a collection of useful strategies. From the results of LISREL analysis on Iranian manufacturing firms in food industry, this paper finds that supply chain integration does not affect firm performance directly. Rather, it affects firm performance, indirectly, through the mediator variables, supply chain management practices. In other words, supply chain integration, first, improves firm’s supply chain management practices including procurement, production, and distribution practices; and through these factors enhances its performance.

Keywords: Supply Chain Integration; Supply Chain Management Practices; Firm Performance; Direct Effect; Indirect Effect.

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The Effect of Dynamic Capabilities in Creation of Competitive Advantage

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Abstract

Competitive environment of today businesses has changed in a way that many scholars suggest that managers should invest more on dynamic capabilities. Gaining dynamic capabilities is a vital for corporate managers in such an environment. This paper is to investigate the effect of dynamic capabilities on competitive advantages. At first we reviewed the competitive advantage and strategy formulation approaches briefly and then we reviewed the dynamic capabilities in the literature. With this review, we hypothesized the effect of dynamic capabilities on competitive advantages. In order to examine this hypothesize, 142 managers of firms in Salafchagan industrial complex were asked to fill in the questionnaire. Results show that each of the dimensions of dynamic capabilities has an effect on competitive advantages, while learning capability has the strongest effect.

Keywords: dynamic Capabilities; Competitive Advantage; Dynamic Capabilities of Industrial firms.

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Assessing the Effects of Perceived Justice on Customer Satisfaction and Citizenship Behavior (Case Study: MVM Automotive Dealership in Kerman)

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Today, in the rife variable, high-risk and high competition environment, the important message is that polices, practices and tools belong to yesterday, cannot be helpful to success of business and customer satisfaction. In such situations, that competition is merciless, successful enterprises are that through using an effective management with leading innovation or by benchmarking of excellences, can surpass competitors. Understanding of determinant factors and consequences of customer satisfaction is important in automotive dealerships. This study is aimed to evaluate on behalf of the customers in MVM automotive dealerships in Kerman on satisfaction and customer citizenship behaviour. Data collected from a sample of 366 individuals from automotive dealership customers. Structural equation modeling was used to test the hypothesis. Results show that understanding of justice, influence customers satisfaction and citizenship behaviour.

Keywords: Customer Citizenship Behavior; Customer Satisfaction, Perceived Justice.

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Model of Strategic Entrepreneurship by HRM Approach: the Mediating Role of Knowledge Exchange

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Although there is consensus as to the importance of human resource management (HRM) to entrepreneurship and strategic entrepreneurship, the empirical evidence is mixed and tends to lack a clear theoretical explanation. This paper reviews empirical research linking human resource management (HRM) practices with strategic entrepreneurship, in order to build up a comprehensive model. Data are gathered from 251 top managers and human resource managers in steel industry, and are tested by path analysis. The results suggest that six aspects of HRM practices including, performance evaluations, compensation, job design, cross functional team structure, team-base training, empowerment, and developing entrepreneurial competences are positively affected on strategic entrepreneurship. Also, internal and external exchanges of knowledge and organizational risk taking have a mediator role in the model.

Keywords: Strategic Entrepreneurship; Risk Taking; Human Resource Management (HRM); Steel Industry; Knowledge Exchange.

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Abstract

The main problem in this research is to propose a definition for online consumer behavior in Iran and to model its dynamics. Research objective is online consumer behavior phenomenology and formulating the aforementioned dynamic model. As a matter of fact, a proper definition will be presented after online consumer behavior phenomenology and considering the lived experiences of consumers, behavioral factors will be extracted and modeled through fuzzy cognitive maps. This research has 3 steps. In the first step, after deep interviews, the extracted data will be homogenized through hermeneutics. Next step entails extracting the concepts of fuzzy cognitive maps. Finally, general map will be aggregated from the individual ones. Two case studies will finalize the research by giving weight to the maps. Results show relieving, confused and reproduction consumptions in online environment.

Keywords: Phenomenology; Online Consumer Behavior; Fuzzy Cognitive Maps.