



Analysis of the Impact of Innovation and the Mediating Role of Organizational Culture on the Organization's strategy (Case Study: Ports and Maritime Organization of the Islamic Republic of Iran)

* Mohammad Javad Golzadeh 

** Saber Khandan Alamdari 

*** Neda Farahbakhsh 

* Graduated from the specialized doctorate level, Department of Technology Management - Innovation Management, Roudhen Branch, Islamic Azad University, Roudhen, Iran. mj.golzadeh13610516@gmail.com

** Assistant Professor and Faculty Member, Department of Industrial Management, Roudhen Branch, Islamic Azad University, Roudhen, Iran. sabersum@yahoo.com

*** Assistant professor and faculty member, Department of Economic Sciences, Roudhen Branch, Islamic Azad University, Roudhen, Iran. neda-farahbakhsh@yahoo.com

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Abstract

The purpose of this research is to analyze the impact of innovation and the mediating role of organizational culture on the organization's strategy, as well as to determine the relationships between these factors, which is descriptive in terms of its practical purpose and method, and of the causal correlation type. The statistical sample of this research was 266 employees and employees of the headquarters department of the Ports and Maritime Organization of the Islamic Republic of Iran, who were selected using a simple random sampling method. The reliability of the questionnaire was determined by Cronbach's alpha (0.95). Data analysis was done through descriptive statistics and inferential statistics. The Structural Equation Model (SEM) was used to examine the relationships between the constructs of this research using Emus software. The ideal goal of this research is to provide suitable solutions to guide managers and planners and designers of organizations, in order to choose the appropriate organizational culture that will provide a suitable environment for the development of talents and creativity of people in the organization. and finally lead to formulating appropriate strategies to achieve the goals of the organization. The findings of the research state: 1 . Organizational culture has a direct effect on organizational innovation. 2. Organizational innovation and organizational culture have a direct impact on the success of the organization's strategy. 3 . Organizational culture affects the success of the organization's strategy. 4 . Hardware and software capacities have an effect on knowledge capital, expertise capital and skill capital. 5 . The aforementioned funds also affect surveillance and lead to service innovation and process innovation. 6. The mentioned components lead to organizational innovation and organizational innovation also affects task performance, human performance, innovative performance and quality performance. 7. Finally, the mentioned components lead to the improvement of organizational performance.

Keywords: Successfulness of an Organization's Strategies; Organizational Culture; Organizational Innovation .

Corresponding Author: Saber Khandan Alamdari- Sabersum@yahoo.com



Introduction

In today's complex markets, the issue of quality has made the strategic management of organizations face new problems and issues. And the secret of the company's survival in the field of competition is to welcome innovation and improve the quality of products or services. Innovation is widely regarded as an important source of economic development and company growth. Innovation is a necessary condition for gaining a competitive advantage. Innovation is an opportunity to respond to changes made by the environment and discover new changes that are considered significantly necessary for the survival of the company (Mathushan & Kengatharan, 2022) . Since innovation is one of the most important things in the dynamics of organizations, it enables them to achieve a high level of competitive advantage at the international and national level. In such a situation, managers and employees of the company will be more willing to accept innovative ideas to meet the needs of customers. The ability to innovate by providing access to new markets, innovative products and services creates valuable opportunities for them at the national and international level (Saif Elahi, 2018) . An innovative organization needs an innovation strategy, and in simpler words, industrial and commercial organizations will not be able to improve and grow economically without benefiting from innovative strategies, and the solution to this issue is to embrace innovation and create new and distinctive products and services. is, therefore, it is very valuable and important to pay attention to the stimuli that will cause movement, dynamism and multifaceted growth in the organization (manteghi et al , 2015) . Human resources provides a sustainable competitive advantage by providing different methods. The existence of human resource management practices positively improves company performance, such as revenue efficiency, profit, competition and market share (Anwar and Abdullah, 2021).

The current research, while emphasizing the importance of the impact of key cultural characteristics and processes in a context based on innovation or technology, to create a deeper understanding of the impact of organizational culture, and also to create value-creating consequences in complex organizational structures, and behaviors It has considered innovative in management processes as well as in various intra-organizational operations . The purpose of this research is to analyze the impact of innovation and the mediating role of organizational culture on the organization's strategy. Following a methodical value system will ultimately lead to an increase in the level of political, commercial and commercial competitiveness and an increase in the organization's resilience level in facing the possible problems and challenges of the present and future in the industry and commercial affairs of the Ports and Maritime Organization. The political and defense power of the country will increase, and all these valuable factors of growth and development (economic, industrial, commercial, political) will be more and faster in the organization, so the possibility of greater economic growth of the organization and the country will be imagined.

Hypotheses

The first hypothesis: innovation has an effect on the success of the organization's strategy.

The second hypothesis: organizational culture has an effect on the success of the organization's strategy.



The third hypothesis: organizational culture has an impact on innovation and innovation has an impact on organizational culture (two-way relationship).

Domestic background

1. Ejali et al. (1401) studied a research entitled the impact of strategic human capital management on the growth of innovation and creativity (case study: Zanjan Province Water and Sewerage Department) and the findings indicated that the senior leaders of capital management Human resources should revise operational policies and human resources management strategies of the group and encourage employees to innovate and support their creativity based on the division of specialization and technical knowledge. And by creating an innovative work environment and continuous specialized training, help the growth and empowerment of employees, which will improve and strengthen the financial flows of the organization, and finally, the managers of the organization to the development of innovation capabilities in line with the development of new services and Providing programs to create new knowledge based on existing knowledge are recommended.

Foreign background

1. Lam et al. (2021), in a research, dealt with the relationship between behavioral and cultural interactions, creativity, and analyzing its consequences on open innovation, the relationship between creativity variables, the dimensions of intra-organizational interactions, motivating factors and technology in the organization, and the findings of this The research indicated that by creating creativity as well as creating motivational and encouraging factors, the level of creations resulting from creativity will increase and will eventually cause the growth of the organization.

2. Johnson et al. (2019), in a research on the impact of the development of customer knowledge on the development and innovation of service processes and the performance of organizations, whose research community was 202 European manufacturing companies that had implemented customer knowledge management and organizational innovation. Based on the results of their research, the management and development of customer knowledge has had a positive effect on the performance of these organizations and innovation in their services.

Research method

This study is descriptive, survey and causal correlation type in terms of practical purpose and method. And simple random sampling method has been used for sampling. In terms of the method and time interval of data collection, it is a survey research at a certain point. Ports and Maritime Organization is the selected community of the present study, due to the problems that existed, a sample of 266 people was considered to fit the model. The statistical sample of this research was 266 employees of the headquarters department of the Ports and Maritime Organization of the Islamic Republic of Iran. The sample size of the research is large and the population is homogeneous. The reliability of the questionnaire was determined at 95% using Cronbach's alpha technique. Analytical analysis of data was done through descriptive statistics (frequency, percentage, average) and inferential statistics (structural equation model). Amos analytical software was used to investigate the relationships between the structures of the structured equations model of this research.



Research findings

- I. The first hypothesis: creation due to creativity (innovation) has an effect on the success of the organization's strategies.
- II. The second hypothesis: cultural interactions (organizational culture) are effective on the success of the organization's strategy.
- III. The third hypothesis: valuable behavioral interactions (organizational culture) are effective on the creativity (innovation) of employees.

Discussion

According to the results of the first hypothesis of the research: the key to victory and the secret to survival in today's complex market is creation. Creation (innovation) based on paying attention to the new needs of customers and also based on the creativity of the products that are different from the competitors' products in the market. It is very important to pay attention to creativity and innovation in the layout of the road map and the design and compilation of programs, and to pay attention to the cultural growth within the organization in the long term. Paying attention to and respecting the difference of constructive and creative opinions of engineering, commercial and research and development groups, that all these opinions together will result in sharing knowledge and creating synergy, which is an important and valuable factor, itself one of the most effective factors of improvement and development. will be the growth and development of products and services.

By analyzing the findings of the second hypothesis of the research: value behaviors teach a person to follow innovative and strong thinking and to find himself in the form of team participation and operational commitment to the issue of synergy, and to act organized and purposeful in the service of the organization's goals do .

According to the third hypothesis of the research: organizational interactions and behaviors play a vital role in the growth and improvement of the organization. The level of creativity is a function of cultural behaviors within the organization. Cultural interactions and innovative products and services have had a direct and effective effect on the growth of the company's performance. The winning companies have multi-faceted strategies focused on attracting innovative technology and also paying special attention to growth or operational improvement in the field of their organizational culture in the long term. The creation of new products and services (innovation) is the result of the team work of the people of the organization, which is formed with compassionate participation, along with the sharing of experiences and technical knowledge of each person. For this reason, cultural and group interactions within the organization are considered important points for the purpose of improving the organization. Based on this, it is suggested to pay attention to the creative thoughts and innovations of the employees in the cultural strategies, and after the completion of the production or service operations and processes, at the end of the projects, the employees should be asked to evaluate and analyze the course. How many initiatives have they used and how has the effect of creativity been in performing their duties?

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