



## **The effect of marketing capabilities on the performance of shipping companies with the intermediary role of market orientation, marketing strategy, and organizational power**

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### **Abstract**

The main purpose of this research is to evaluate the effect of marketing capabilities on the performance of shipping companies with the intermediary role of market orientation, marketing strategy, and organizational power. Descriptive statistics and inferential statistics were used to analyze the data. In order to test the research hypotheses, structural equation modeling has been used with the maximum likelihood estimation. The results showed that market orientation has a moderating effect on the direct relation between marketing capabilities and the performance of a company. Based on the 0.76 standard coefficient and the calculated significance level ( $P < 0.01$ ), this hypothesis is confirmed. Organizational power has a moderating effect on the direct relation between marketing capabilities and the performance of the company. According to the standard coefficient of 0.85 and the significance level ( $P < 0.01$ ), this hypothesis is confirmed. Marketing strategy has a moderating effect on the direct relation between marketing capabilities and company performance. According to the standard coefficient of 0.35 and the significance level ( $P < 0.01$ ), this hypothesis is confirmed. The characteristics of the company have a moderating effect on the direct relation between marketing capabilities and companies' performance. According to the standard coefficient of 0.76 and the significance level ( $P < 0.01$ ), this hypothesis is also confirmed.

**Keywords:** marketing capabilities, the performance of the company, market orientation, marketing strategy, organizational power