

ABSTRACT

In this continuously changing corporate world, every organization tries to be innovative. Innovation has become the key to survival for organizations due to the consistently shifting consumer and market demand. The present study considers marketing orientation, organizational learning, intellectual capital, and innovation culture to be the drivers of organizational performance. The relationship between the variables is explained by the literature. The study follows a quantitative design and a survey was performed with 150 respondents belonging to various organizations from Lahore, Pakistan. For analyzing the data and the hypothesized relationships we have used the SEM and CFA techniques. The results indicate that there is a significant association among organizational learning, marketing orientation, and organizational performance. Also, the mediation of innovative culture was validated and the results showed the presence of significant and positive mediation. Thus, the role of organizational learning, innovation, and market orientation as predictors of performance has been verified by the study. The findings have practical and theoretical implications. The research will be a contribution to the literature as the predictors and drivers of organizational performance have been explained. Also, the policy makers and managers can use the findings of the study to create organization-level and country-level policies for increasing the productivity of performance of the business sector.