INTRODUCTION

In today’s competitive global environment and growing, to know where organizations are and which way they were moving is not enough. To compete in this environment, they need move quickly and react. In this situation, organizations should identify internal and external environment as well and gain necessary information about them, because they are able to respond appropriately in dealing with them. In order to effectively manage these challenges should find a solution, so all parts of the organization are linked to each other and able to create a general approach to the organization. Performance management is one of the ways proposed in this field as a basis for the integration of human resources [1]. Due to fundamental changes have occurred in the area of business and production in recent years, what happens in practice in term of experts’ view, limiting business in statistical population and closures many manufacturing companies. Because the low level of performance and inability to compete to achieve cheap and strategic resources in production, companies have fall in the abyss of financial and operational. Therefore, organizations must put away their mere subjective experience and be look for opportunities, such as knowledge, skills, behaviors and strategies that will effective their future. If employee in organization is continuously reviewed working methods to enhance their performance standards, faster and cheaper ways to do better works going forward. Thus will have correct understanding of ongoing activities that organizational learning is achieved and this makes possible to achieve organizational goals.

2. Literature Review:
2.1. Performance:

Many times, people who claim to explain the concept of productivity, In fact define a broader concept named the performance. Although these two concepts are strongly related but term of performance is more comprehensive than productivity. Costs are considered as central part of performance but performance also
includes almost all competitive purpose and excellence non-financial such as reliability, flexibility, quality and speed, while productivity is simply special concept that explores ratio between the input and output. During the 1950s, this perspective was relatively simple and could be considered the mainly efficiency of organization. Currently firm performance is measured by components such as customer satisfaction from company, developing the quality in company compared to its main competitors, better cost management compared with its main competitors, responding to customers, productivity compared to competitor companies, asset management.

2.2. Entrepreneurship:
Entrepreneurship is one of the most important and most complex issues facing contemporary society in the third millennium. Nowadays, organizations are facing the challenges of an increasingly complex; changes occur very rapidly. Persons're making new connections with each other and forms of competition is emerging and in different countries have particular attention to entrepreneurship of based economy and entrepreneurs in knowledge of management and economics. Foster entrepreneurship and create a favorable environment for its development is a tool for economic progress, especially in developing countries. According to the universal declaration of entrepreneurship, there is a strong correlation among national economic growth and the level of national entrepreneurial activities and enterprise [2]. In every country there are potential entrepreneurs and must be trying more of their skills and Most of all, existing structures allow to entrepreneurs to express.

A comprehensive definition of entrepreneurship proposed by Schumpeter. In his book entitled the theory of economic development is a distinction between concept terms innovation and invention and innovative described use of the invention to create a commercial product or service. In his opinion, innovation is the main factor of creating wealth and demand. Thus, manager entrepreneurs are owners who exploit invention by set up a business manufacturing unit. If they become successful, will create wealth for themselves and jobs for others and their success is due to their ability not to ownership of land and capital and also believes that innovation create new demand and entrepreneurs bring innovation to market. Newer products and services destroyed existing markets and create new markets. He called this process of creative destruction. In his opinion, presented new product or service, creation new production methods and processes, new markets, new raw materials and creating organizing and new structure in industry is manifestation of entrepreneurship. He adds that in addition to economic firms established entrepreneurs can be employed in other organizations [6].

2.3. Organizational Innovation:
The word innovation was first introduced by Schumpeter in 1930. In definition of innovation must said that innovation is introduced as an idea, product or process that for the company be new and refers to the tendency of companies to develop new elements or new combinations of existing elements of products, technologies or management practices [4]. Purpose of innovation is creativity manifested and reached the stage of action. In other words, innovation means creative idea achieved; innovative is surely offering products, processes and new services to the market. Innovative is use of mental abilities to create a new thought or concept. According to applications and levels investigated, innovation is well separated to a variety types. Researchers generally believe that have understood the concept of the innovation process, but really done a lot of research in various areas related to innovation that have offered different definitions and classifications of innovations [3].

3. Research Hypotheses:
1- There is relationship among organizational learning and organizational performance in manufacturing and trading firms in Mazandaran Province.
2- There is relationship among organizational innovation and organizational performance in manufacturing and trading firms in Mazandaran Province.

There is relationship among firm size and organizational performance in manufacturing and trading firms in Mazandaran province.

4. Research Methodology:
Research method is descriptive - analytical with emphasis on correlation and in term of objective is applied. Given that this study examines the relationship between entrepreneurship with performance in manufacturing and trading firms in Mazandaran Province thus is considered a survey study. Statistical population of this research includes manufacturing and trading firms in Mazandaran province that has license and their personnel were over 10 people and were consist of 930 the firms. The sampling method is simple random. Since number of manufacturing and trading firms studied was limit and their number was 930, thus is used formula of finite population sampling. Thus minimum of required sample size was obtained 105 firms. The 500 questionnaires were distributed that 215 questionnaires were returned in two phases. By removing 10 questionnaires, 205 questionnaires were used in the statistical tests. In the present study, Cronbach's alpha coefficient was used to calculate the reliability coefficient. Questionnaires were distributed (about thirty questionnaires), for determining Cronbach alpha in level of Statistical population. Then its results were
analyzed by using the software spss19 that resulting Cronbach’s alpha coefficients was obtained greater than 70%, thus Questionnaire is reliable.

5. Data Analysis:
1- There is relationship among organizational learning and organizational performance in manufacturing and trading firms in Mazandaran Province.

The result shows that t-value is equal to 5/73 and since the outside of the interval [-1/96 & 1/96] this hypothesis has been confirmed. According to the standardized coefficients can be said that severity of relationship organizational learning and organizational performance is equal to 43 percent.

2- There is relationship among organizational innovation and organizational performance in manufacturing and trading firms in Mazandaran Province.

The result shows that t-value is equal to 5/43 and since the outside of the interval [-1/96 & 1/96] this hypothesis has been confirmed. According to the standardized coefficients can be said that severity of relationship organizational innovation and organizational performance is equal to 40 percent.

<table>
<thead>
<tr>
<th>Table 1: Correlations.</th>
<th>Performance</th>
<th>Age ofthe firm</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>PearsonCorrelation</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td>.000</td>
</tr>
<tr>
<td>Age ofthe firm</td>
<td>PearsonCorrelation</td>
<td>-308**</td>
</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td>.000</td>
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<tr>
<td></td>
<td>N</td>
<td>215</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The results obtained from Pearson correlation test show that there is an inverse and significant relationship among performance and age of the firm (obtained significance level is less than five hundred) so that if the age of the firm be older, its performance will lower and value of this relation is -0/306.

4- There is relationship among firm size and organizational performance in manufacturing and trading firms in Mazandaran province.

<table>
<thead>
<tr>
<th>Table 2) Correlations</th>
<th>Performance</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Performance</td>
<td>PearsonCorrelation</td>
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</tr>
<tr>
<td></td>
<td>Sig (2-tailed)</td>
<td>.099</td>
</tr>
<tr>
<td></td>
<td>N</td>
<td>214</td>
</tr>
</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The results obtained from Pearson correlation test show that there is significant relationship among performance and firm size (Obtained significance level is higher than five hundred)

6. Conclusion and Recommendations:
Based on calculated indicators in present study indicate that organizational learning and innovation (the organizational entrepreneurs) have an impact on the performance of manufacturing and trading firms in Mazandaran province. In the relationship “firm size and organizational performance in manufacturing and trading firms” indicate that there is relationship among firm size and organizational performance.

In relationship among age of firms and organizational performance is indicated that there is an inverse significant relationship among firm age and performance. Thus, according to the results of the hypotheses and research questions is recommended that:

1- In order to increase performance through organizational learning, enterprise management share reports and official documents that are produced in different parts of firms among employees. Also the investment in IT systems to facilitate learning increase among employees.

2- In order to increase innovation in companies strengthen marketing department and research because to identify new markets and expanding cooperation with academic centers help to product variety and growth of activities. However, in producing the new product and mass production of market should perform testing phase.

3- In order to improve the performance of the firms increase participating managers to support develop projects and creative employees. According to the criteria of transformational management are proposed that employees be encouraged to share their knowledge and experiences to create a model to encourage thinking in firms.
4- According to the research results obtained in relation to age and size of performance in manufacturing and trading firms, the need for restorations of manpower due to life cycle of the company is important and it is recommended to attention the management of human resources (job rotation, etc.).

REFERENCES


