



## Investigating factors affecting the speed of internationalization with the mediating role of organizational agility in Pharmaceutical SME Companies of Alborz Province

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### Abstract

The purpose of this study was to investigate the effect of business intelligence, foreign market knowledge and entrepreneurial characteristics on the speed of internationalization with the mediating role of organizational agility in SME pharmaceutical companies in Alborz province. Klein approach was used to determine the sample size. A researcher-made questionnaire was used to collect data and its Cronbach's alpha coefficient was 0.950, which indicates the reliability of the research tool. Also, the KMO test was confirmed in the validity of the research instrument construct. Smart PLS software was used to analyze the data and test the research hypotheses. The research findings out of the ten mentioned hypotheses show the confirmation of seven hypotheses and the rejection of three hypotheses. The foreign market knowledge construct did not show any positive and significant relationship with organizational agility structures and the speed of internationalization and its mediating role was not confirmed. However, other structures, namely business intelligence and entrepreneurial characteristics, showed a significant and positive relationship with organizational agility and the speed of internationalization, both directly and indirectly through the mediating role of organizational agility.

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**Keywords:** Business Intelligence, Foreign Market Knowledge, Entrepreneurial Characteristics, Organizational Agility, Internationalization Speed;

### 1. Introduction

With the intensification of international competition, the acceleration of internationalization is becoming an important path for the competitive advantage of international companies (Ferraris et al., 2021). Number of Companies which are eager to engage in international business, with the expectation that a faster international

