

Consider The Effect of Information Technology on the Development of export marketing (Case Study: Iran Milk Industry Co. (Pegah) and market coverage UAE)

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Internet advancement has created great desire for E-business. Through creation of a new generation of marketing media called electronic media, development of E-business is expected, so that, some changes in marketing economy would be made and channels be distributed. Here, we examine the way information technology causes effective contribution of some exporters to global market, e.g. PEGAH brand. The research is modeled according to Cho model (2004), and it is mainly aimed at examining the impact of information technology on development of export marketing (via concentrating on Iran Dairy Industries Co. -PEGAH- in United Arab Emirates market). This applied research in terms of objective, is also considered as a causal research and field study, as far as the method and data gathering are concerned, respectively. Statistical population of the research concerns Iran Dairy Industries Co. (PEGAH) as a whole. Statistical sample includes Managing directors, marketing and sales deputy managers, in addition to the groups' export managers and experts. A questionnaire consisting of 39 questions was prepared and at the end, 111 questionnaires were gathered and analyzed. SPSS and Smart PLS were applied for this analysis. The results showed that, all of the research hypotheses were approved, and finally, some proposals according to the results and for future studies have been presented.

Keywords : Keywords: IT related determinants; Non-related IT determinants; Information Technology application; Development of export marketing.

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