

The relationship between relational capital management with improved Mkrdsadraty (now B.)

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Abstract In the current research, the relationship between relational capital with export performance in Behnoosh Company was surveyed. The research is applicable goal view and descriptive data collection. Data gathering tool is questionnaire which library and fieldwork were utilized for its designation. To measure relational capital, three main dimensions include marketing general capability, market intensity and customer loyalty were utilized. Statistical society includes 152 employees and managers of Bahnoish Company which decreased into 110 ones applying sampling formula. The results of applying Spearman ranked test illustrated that there are positive and significant correlation between relational capital and its dimensions with export performance. Meanwhile customer loyalty was ed as the most important dimension. Finally by utilizing Binomial test, currelt situation of each variable were surveyed in which all variables apart customer loyalty were placed in favorable levels.

Keywords : intellectual capital, relational capital, export, export performance

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