

Internet marketing capabilities impact on export performance the role of the international strategic orientations mediation

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Today, the presentation of the best performance in the field of marketing and exportation , the main concern of manufacturing company executives . Research has shown that the Internet international elements such as intelligence gathering and opportunities to facilitate the network . However, in the case of how the Internet marketing capabilities , along with the growth of the international market , May - limited understanding exists. . On the strategic orientations as a supplement to the marketing can be sustainable competitive advantage and excellent performance for the organization to bring us . - the present study aims to examine the impact of the Internet marketing capability - on export performance helped mediate with international strategic orientations . The study and descriptive survey method . statistical community that international companies Gilan province products and services to the border out directly or indirectly supply , and are in their business use the Internet . that the total number of companies , including 100 and Cochrane formula for limited communities and using the number of random sample - making company 80 . the results of the structural equations and approval of the assumptions and have the capabilities of the international network 0.69 path coefficient or the most influence on international market growth and marketability internet 0.19 path coefficients minimal impact on international strategic orientation .

Keywords : Internet marketing capabilities , international strategic orientation , exports, the growth of the international market .

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