

Performance evaluation of trade fairs in foreign markets and presenting improvement solution with emphasis on northern provinces' attend in foreign trade fairs

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Trade fairs are considered the most important and effective marketing tools in today's trade world. Many countries around the world benefit the profits of fair in various fields such as politics, economy and culture. The presence in foreign fairs has also been put on the agenda in our country in the past years aiming to lay the groundwork for the development of non-oil experts and to increase competitiveness of domestic companies to compete with foreign competitors. Fair performance evaluation using appropriate indicators can provide domestic companies with the base for more effective presence in international fairs. This study was carried out to identify indicators to evaluate the performance of trade fairs, to set the priorities and the importance of the indicators and their effects and impacts on evaluating the performance of trade fairs. The study population was the experts of Guilan, Mazandaran and Golestan chambers of commerce. Two methods of document analysis and field study were used through interviews and questionnaires for data collection. The ANP technique was used to identify the importance and to set the priorities of the indicators and the DEMATEL technique to identify and examine the interaction between the indicators. The results of the study shows that relationship-building, image-building, sales, and information gathering activities are located on the first to fourth priority, respectively. And the subscale of improving company's image and increasing its reputation had the greatest impact and influence.

Keywords : trade fair, ANP, DEMATEL

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