

Impact of Internet marketing capabilities on international markets (the case of manufacturing companies based in the province of Gilan)

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Abstract Progress and development of information and communication technology, deep and broad impact on business processes has created. And the Internet as the most effective E- marketing with global coverage enables companies to reach international markets . But many companies don't know how to use the various methods of electronic marketing and what is the impact on export markets. The main objective of this study is measure the impact of internet marketing capabilities on grow of international market in manufacturing companies based in Gilan. So the main question in this case is whether the capabilities of Internet marketing with regard to the role of moderator access to information, orientation to the strategy of internationalization and networking capabilities for growth international markets, manufacturing companies based in Gilan province affected ? Given that the number of study population, ie all active production companies based in the industrial town of Gilan province, is 193 companies, so, the possibility of collecting data all companies were allowed. The sampling hasn't been done and has analyzed the data of 193 companies. In this study, data were collected questionnaires based on research, Matthews et al. (2016) has been used. Research hypotheses were tested with structural equation techniques. The results show that Internet marketing capabilities by including moderator accessibility to information, strategic international orientation and international networking capability and a significant positive impact on the growth of international marketing. It was found that international strategic orientation and the international network of direct and positive impact on the growth of international marketing. The greatest impact is related to the ability of an

international network. Keywords: International market growth, Internet Marketing Capabilities, Information Availability, International Strategic Orientation , International Network Capabilities.

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