

Explain the export performance of exporting companies in Gilan with an emphasis on customer orientation, behavioral commitment and communication

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Today's in a complex, dynamic and highly variable environment, Companies need to design and devise strategies that be able to help them to improve their business performance. The aim of this study was to assess the export performance of exporting companies in Gilan with an emphasis on customer orientaion commitment, behavior and communication. The methods of this research was descriptive and functional. The population of this research were employees of exporting companiesin Gilan and the number of samples with using Cochran formula considered 85 people. To gathering information and data questionnaire was used field and analyzed by SPSS and SmartPLS 3 software. The results of tests showed that the all hypothesis of research were confirmed. It means that export performance is affected by behavior commitment and communication. The results also shwed that customer orientation through behavioral commitment and communication will increase export performance.

Keywords : export performance, behavioral commitment, communication, customer orientation, export companies, Gilan

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