

# Investigating the Effect of Entrepreneurship and Marketing Capabilities on New Investment Performance of Export Companies in Guilan Province

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**Abstract** This research main aims to study job creating and marketing capabilities effect on Guilan export firms new investments act. This research purpose is practical and its methodology is descriptive correlation . It is practical because in addition to present status tests hypotheses according to prediction relations and Guilan export firms use its results . This research statistical community is all Guilan export firms. Because statistical community mass is limited and certain to determine case mass has used Moorgan table. Total Guilan export firms number is 85 that 63 firms are active. According to Moorgan table case mass has evaluated 55 firms. Using sampling method is cluster . To collect data has used spss in descriptive statistic using mean , sd , the most and at least rate and lisrel in perceptive statistic to test hypotheses and data analysis. Obtained results of hypotheses test reveal that job creating and marketing capabilities affect on Guilan export firms new investments act. **Keywords:** export , marketing , job creating , financial act

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