

# **The Relationship between Trade Quality, Existence and Existence of Exports (Case Study: Export Companies of Gilan Province)**

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**Disregarding nationality, size, and industry type, all firms have to come to an understanding that non-participation in global markets cannot be a long-term choice. The presents study evaluates the relationship between quality of business ties and persistent export of firms in Gilan Province. It also explores mediator role of financial performance and strategic performance of these firms. A total number of 195 firms were sampled using Cochran's formula. The sampled were ed using non-probability convenience method and the data questionnaire were analyzed. Hypotheses were tested using structural equation technique. Results revealed that quality of business ties have positive and significant effects on strategic and financial performance, as well as exporter satisfaction and persistent export. Moreover, exporter satisfaction was found to have effects on persistent export.**

**Keywords : quality of business ties, financial performance, strategic performance, persistent export, exporter satisfaction, Gilan Province**

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