

The Impact Of Entrepreneurial Orientation On Increasing Exports Through Innovative Performance And Organizational Learning Capacity (Case Study: Guilan Exporting Companies Of Guilan Province)

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The most common way forward as export firms, especially small and medium-sized enterprises, known to enter foreign markets. One of the main reasons for this is that exports, compared with other forms of internationalization, the fewer resources it needs, in this study the issues and Allegri (2014) is used. Accordingly, the most important factors affecting export intensity, the innovative performance and organizational learning are. The research method in terms of descriptive - correlation. The study population are the exporting companies Gilan province. Sampling is stratified. Organizational level of analysis, according to Morgan table, the sample size is 64 companies. The data collected in this study is a questionnaire with the whole 5 option. Validity and reliability was confirmed. For data analysis and hypothesis testing to test structural equation modeling using software SRS and PLS is used. The results of the test hypotheses suggest that:

Keywords : entrepreneurial orientation, innovation performance, organizational learning, increase exports.

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