

Evaluating the Impact of E-Commerce on Export Development and Achieving International Markets (Hand-Made Exporter Case Study in Tehran)

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A persian carpet or Iranian carpet has a long history in Iran as an art and industry. However, despite its long history, there is still a lack of compliance with the new conditions of international markets and gaining real status concerning the export of this product. In recent years, the relationship with commercial markets has increased due to e-commerce and has affected the export market of handmade carpets, therefore, this study examines the relationship of e-commerce dimensions on export promotion of handmade carpet. These dimensions include: information infrastructures; lawful, legal and security infrastructures; human, educational, cultural and behavioral infrastructures; customs, commerce and tax infrastructures; internet infrastructure; technical and hardware infrastructures; and financial and software infrastructures. The aim of this study is to suggest a model for eliminating barriers to electronic commerce in handmade carpet exports, identify barriers to electronic commerce in the export of handmade carpets and provide solutions and suggestions for handmade carpet exporters by studying different models of e-commerce as well as investigating the application and advantages of using the systems based on it. In the current study was used the random sampling due to the population. The sample size was ed 70 using the formula. After collecting data the questionnaire, they were processed in the SmartPLS.2 and SPSS21 softwares and then, were analyzed. In order to describe the data obtained the questionnaire was used the descriptive statistics indicators (frequency, percentage, mean, and standard deviation). Also, considering the existence of a hidden dependent variable of export development, the structural equation method was used to test the hypotheses. The

results indicated that there is a positive and significant relationship between the dimensions of e-commerce and export promotion of handmade carpet and improving e-commerce has an impact on the carpet exports promotion.

Keywords : E-Commerce, Handmade Carpet, Export Promotion

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