

The effect of entrepreneurial orientation on exports of small and medium enterprises Gilan Province mediator innovation, organizational learning and market uncertainty

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Export intensity represents the share of exports in total sales for a particular company. This variable is an indicator widely used in the international marketing studies. The main objective of this research is determining the impact of entrepreneurial orientation on exports of small and medium enterprises Gilan province and also the role of the moderator of organizational innovation, organizational learning and market uncertainty. Therefore, as a sample of 193 firms and non-probabilistic method was available. Research hypotheses were tested with structural equation techniques. The results show that the tendency to entrepreneurs in terms of innovation had the greatest impact on entrepreneurial orientation. While limiting the impact on the direct impact of organizational learning is strongly export. It was also found that market uncertainty and a significant negative impact on export intensity.

Keywords : entrepreneurial orientation, innovation, organizational learning, export intensity, uncertainty

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