

Investigating the relationship between managers' perceptions of barriers and export interests and resources and capabilities of organization with export intensity (Case Study: Companies Exporting Gilan Province)

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Abstract The main objective of this research is to investigate the relationship between managers' perceptions of barriers and export interests and resources and capabilities of the organization with the intensity of exports in companies exporting in Guilan province. This research is applied in terms of its purpose and in terms of its research method, it is descriptive of correlation type, because in addition to describing the existing situation, the discovery of the relations of each of the variables of the research is done using the Partial Least Squares test, in addition to the expected results Can be used to improve the performance of exporting companies in the province of Gilan. The statistical population of this research is all the export companies of Guilan province. Since the size of the statistical population is limited, a total number method is used to determine the sample size. The total number of export companies in Guilan province is 63 companies. So the sample size is 46 companies. And simple random sampling method was used. A researcher-made questionnaire was used to collect information in this research. SPSS and PLS software were used to analyze the data. In the end, in line with the results of the test, the hypothesis of the proposal is also presented. Key words: Export intensity, Export commitment, Manager Perception, Export interest

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