

The effects of new products success factors on export performance of manufacturing export companies of guilan

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Abstract Export marketing experts believe that "identifying the determinant of export performance" to increase export performance and achieving its desired level is a critical issue for companies in the competitive market today. The study examines the impact of The effects of new products success factors on export performance of manufacturing export companies of guilan. Sampling was done by convenience sampling method, cochran formula the sample size is limited to 37 company. Measuring tool in the study was standard questionnaire and check the validity of specialists and experts were for this study, in this study was to estimate the reliability coefficient coronbachs alpha coefficient was used and the composite reliability were the up to 0.7 . To test the hypothesis of statistical test software pls structural equation modeling was used. The results of the research hypothesis test show that the variables, the quality of pre-production activities, the quality of production-related activities, and the attractiveness of the market have a positive and significant effect on the export performance.

Keywords : Key words: Export performance, New product, Manufacturing and exporting companies

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