
The Relationship between Entrepreneurial orientation, marketing capabilities and performance: By the Moderating role of Competitive Intensity on International New Ventures' environment

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This study aimed to study the Relationship between Entrepreneurial orientation, marketing capabilities and performance: By the Moderating role of Competitive Intensity on International New Ventures' environment. This study is an applied-analytical research in which manufacturing companies in Guilan were ed as the study population and 221 companies were elected as the research sample. The required data were collected through a questionnaire whose face validity was calculated and confirmed through the content validity and the reliability was calculated and confirmed with an emphasis on internal consistency by Cronbach's alpha. Data were analyzed using SPSS Smart PLS. The results of the analysis showed that entrepreneurial orientation has a significant relationship with marketing capability, and has a significant relationship with export performance ($\beta = 0.624$). Also, the relationship between marketing capability and export performance was confirmed ($\beta = 0.322$). Finally, the moderating role of competition intensity in the relationship between entrepreneurial orientation and performance ($\beta = 0.072$), and the moderating role of competition intensity in the relationship between entrepreneurial orientation and marketing capability were accepted ($\beta = 0.088$).

Keywords : entrepreneurial orientation, marketing capabilities, export performance, competition intensity
