

Investigating the Relationship between Intra-Corporate Relationship and Export Performance Based on the Mediating Role of Market-Oriented Exports in Exporting Companies of Guilan Province

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Abstract The general purpose of this research is to investigate the relationship between the internal corporate relationship and the export performance considering the intermediate role of market-oriented exports. The research method is descriptive and its purpose is applied. Data gathering method is a field and tool is a questionnaire. The statistical population of the research is the export companies of Guilan province with 47 companies. All companies were ed as the statistical sample and the questionnaire was distributed among the managers of the companies. Finally, the questionnaires were collected and the data analyzed using SPSS 22 software and smart pls 2. By analyzing the data, there was a relationship between internal commitment, internal trust, social interaction within the organization, and relative strength of the company with market-oriented exports. Also, market-oriented exports have a significant relationship with export performance, and ultimately, market-oriented exports modify the relationship between in-company communications and export performance. **Keywords:** Internal commitment, internal trust, intra-organizational social interaction, relative strength of the company, intra-organizational communication, and market-oriented exports.

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