

Effect Export market orientation on export performance with emphasis on mediator role of market effectiveness and market capabilities (Case study of export companies of Guilan province)

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Abstract Exports are one of the most important activities that contribute to the development and prosperity of various sectors of the industry. Considering the development indicators of Guilan province in the tenth place of the country, the promotion of export activities of companies can increase this rating. Therefore, the present study examines the impact of market capabilities, market efficiencies, and the tendency towards the export market on the company's export performance Trading in Guilan province. This research is based on the type of target. The statistical population of the study consisted of 85 exporting companies in Guilan province and 56 companies were ed as the minimum sample for Cochran formula for the limited population. Sampling method In this study, simple random sampling was used. Data gathering was a field method. A questionnaire was used to collect data. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. Structural equation method and SPSS and LISREL software were used to analyze the data. The results show that out of the six hypotheses presented in the research, five hypotheses were confirmed: the effect of market capabilities on export performance, the impact of market effectiveness on export performance, the impact of market capabilities on market effectiveness, the effect of the tendency to export market on ability On the market, the effect of market orientation on market effectiveness, but the effect of the tendency towards export markets on export performance was not confirmed. **Keywords:** Effectiveness of export marketing, market capabilities, export market orientation, export performance

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