

Investigating the Effect of Organizational Relationships on Export Performance Based on the Importance of Export Market and International Level in Gilan Province Manufacturing Companies

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Exports have always been considered as an effective and key element in economic development. Today's growth of exports to governments is a key to economic recovery. The purpose of this research is to explain the relationship between export market orientation and export performance. The statistical population of the manufacturing companies of Guilan province, which exports its products and services, is 42 companies. Therefore, the level of organizational analysis. The present study is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. The method of collecting information on the field of information is standard data gathering tool Lane et al. (2014) and data analysis, simple regression and hierarchical regression analysis using SPSS software. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research was also measured using Cronbach's alpha method and it is confirmed that the alpha value is higher than 0.75 acceptable. The results of the research showed that inter-organizational relations have a positive impact on the tendency towards the export market. The tendency towards the export market has a positive impact on export performance. The trend towards the export market has a positive impact on the export performance due to the moderation of the international rating of the company.

Keywords : Inter-organizational relations, tendency to export market, export performance

