Geopolitical analysis of markets in the border region of Iran and Azerbaijan using the SWOT model

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Abstract In most countries, the border areas are the distant periphery of the center, which is why most of these areas are the most backward and deprived areas of countries. The disproportionate development of the economic sectors as well as the lack of regional interactions that led to these deprivations have been the development of border areas and Creating employment in these areas in order to reduce poverty and unemployment creates the opportunity to avoid the psychological and economic costs of immigration and exploit natural resources and capital equipment and infrastructure. Border markets, including the advantages of the border regions With the inertia of the container Local benefits and institutional changes with a view to removing existing social and economic barriers for the development of areas. The government has set up border markets for the first time in a country in these provinces (border) to organize border exchanges. The aim of this research is geopolitical analysis of markets in the border region of Iran and the Republic of Azerbaijan using the SWOT model as one of the strategic planning models in order to find suitable solutions for the development of border markets in the border regions of the country. This research uses a descriptive-analytic method to analyze and analyze various variables in the internal environment (identification of strengths and weaknesses) and determine the different variables of the external environment (opportunities and threats existing). The results of the research indicate that the markets of the border region of Iran and the Republic of Azerbaijan have been able to take effective steps to create employment, consolidate the population, increase income, sustainable economic development and expand regional mutual cooperation in the border regions.

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