

The Impact Of Market Orientation, Customer Orientation And Technology Orientation On Export Performance (Case Study: Guilan Exporting Companies Of Guilan Province)

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Exports are known as the most common way for businesses, especially small and medium enterprises, to enter foreign markets. One of the main reasons is that exports, as compared to other internationalization methods, require less resources, In this study, a combination of models of Alteren and Tudoran (2015), Costa et al (2015) and Lee et al. (2016) have been used. The aim of this study was to investigate the effects of market orientation, customer orientation and Technology orientation on export performance. The research method is type-descriptive-correlational. The statistical population of the research is the companies that export the Gilan province. Non-random method is purposeful or judgmental. The level of organizational analysis. According to Morgan's table, the sample size is 63 companies. The data collection tool is a 5-item questionnaire. Validity and reliability of the questionnaire were confirmed. To analyze the data and test the hypotheses, statistical analysis of structural equation modeling using SPSS and PLS software has been used. The results of the research hypothesis test show that: Technology orientation has an impact on innovation. Innovation influences export performance. customer orientation affects behavioral commitment. customer orientation affects communication. Behavioral commitment affects export performance. customer orientation affects export performance. Communications affect export performance. Communication affects behavioral commitment. Market orientation affects the integration of knowledge. Knowledge integration affects export performance.

Keywords : market orientation, customer orientation, Technology orientation, export performance

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