

Impact a company's ability to function and external cooperation regarding the role A moderating market turmoil (the case of Pegah Guilan Company)

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Abstract Ability to communicate for cooperation are important for three reasons. First, the ability of the company to recognize the relationship between trade relations and cooperation, and manage them based on differential enables governance mechanisms, thus making them potentially other risks, protect against opportunism. The aim of this study was affecting the ability of companies due to a moderating effect on performance and external collaboration market turmoil (the case of Pegah Gilan company) is. This study is applied and the method used in this research is descriptive-survey. The statistical society, all employees of Pegah Gilan is that using Cochran's sample size was 251 employees. Using factor analysis in LISREL software, the validity of the model is verified and based on the analysis results in spss, the correlations of this research is confirmed. The findings of this study indicate that between performance and external cooperation with regard to the role of market turmoil, there is a direct positive relationship.

Keywords : Keywords: communication capabilities, performance, external assistance, market turmoil

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