

The effect of entrepreneurial orientation and strategic entrepreneurship on performance in Guilan export companies

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Abstract One of the most important economic bases of many countries, companies and institutions are active in the field of export. The aim of this study is to evaluate the impact of entrepreneurship and entrepreneurial strategic thrust on export performance in Gilan Province. Cochran formula used to determine sample size for the population and is simple random sampling. 64 questionnaire containing demographic questions and questions related to the research hypotheses and all 64 completed questionnaires were distributed among the samples collected and analyzed accepted. Sampling and data collection questionnaire is available. The results showed that entrepreneurship is only through the mediating role of strategic entrepreneurship can affect the performance of financial and non-financial companies and the absence of strategic entrepreneurship, entrepreneurial orientation alone is not able to influence.

Keywords : **Keywords:** entrepreneurial orientation, entrepreneurial, strategic, financial and non-financial performance.

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