

Explaining export performance among exporting companies in Guilan Province Based on marketing capabilities and moderating role of dysfunctional competition

Jafar Nourani*,

Abstract Explaining export performance among exporting companies in Guilan Province Based on marketing capabilities and moderating role of dysfunctional competition studied in a descriptive survey in Successful exporting companies of Guilan Province. The statistical population was composed of Board of directors and Companies experts (N = 176), out of which sample size was determined as n = 120 by Krejcie and Morgan sample size table. The research tool was a questionnaire with two sections. Section one was related to respondents demographic data, section two to analysis marketing capabilities, export performance and dysfunctional competition. A panel of experts confirmed the questionnaire's face and content validities, and its reliability estimated by Cronbach's alpha marketing capabilities, 0.934; export performance, 0.71; dysfunctional competition, 0.773). SPSS19 Software Package and Smart PLS3 at descriptive and inferential levels analyzed data.. Finding of partial least squares (PLS) showed that marketing capabilities had a significant effect on export performance. The variable of dysfunctional competition does not modify the marketing capabilities on export performance. **Keywords:** export performance, marketing capabilities, dysfunctional competition

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