

Impact of e-commerce marketing capabilities and sales performance performance on exports by companies in Guilan province

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Abstract: Expansion of exports in all countries is an economic strategy that balances the relative share of the world population with its relative share of global trade. Today, e-commerce and e-business solutions have facilitated and accelerated the export phases. Effective use of the Internet is a low-cost way to enter global markets for companies that are planning to enter the area of export. The research method is a descriptive survey and a tool for collecting data the questionnaire. Its questions were adjusted according to the variables discussed in this study. The statistical population of the research consisted of the export companies of Guilan province in 1397, which number is 72 companies. Because the number of people who make up the research community is limited, according to the Cochran sampling formula, the number of samples must be at least 69. To analyze the data, SPSS & PLS software, Pearson correlation coefficient and simple linear regression analysis were used to measure the relationship between variables and to examine the effect of independent variable dimensions on dependent variables. The results of correlation analysis indicate that there is a positive effect of e-commerce resource variables, e-commerce marketing capabilities, investment performance, and distribution efficiency on sales in corporate exports. Also, regression analysis showed that the variables of e-commerce resources, distribution efficiency and promotion efficiency on sales There is no meaningful relationship in the export of companies.

Keywords : Key words: e-commerce, export sales, internet, export companies in Gilan province

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