

The Effect of External Organizational Factors and Organizational Capabilities on Export Performance of Manufacturing Companies in Guilan Province

Tahereh Dalir Bijarbaneh*, Dr. Mehdi Fadaei,

Abstract The importance of international development for organizations around the world is important and organizations are looking at the variables of export performance prediction in relation to their organization. There are many factors that affect the export performance of companies, but according to Navarro Garcia et al. (2016), the company's capabilities, external market conditions, international capabilities and external distribution channels as factors affecting export performance Has been named. so, the main objective of this research, consider The Effect of External Organizational Factors and Organizational Capabilities on Export Performance of Manufacturing Companies in Guilan Province. This research applied about the goal and descriptive about data collection. The statistical society is the survey of all exporting companies in Guilan province with 127 companies. The sampling method is also a census. The data collection tool is a questionnaire in this research. To examine the research hypotheses, confirmatory factor analysis and structural equation modeling using partial least squares approach have been used. The results of the research hypotheses indicate that the foreign market conditions, international capabilities and external distribution channels have a positive and significant impact on the organizational capabilities of the exporting companies in Guilan province. Also in the fourth hypothesis, the positive and significant impact of organizational capabilities on the export performance of exporting companies in Guilan province has been confirmed.

Keywords : Key words: Export performance, Foreign market conditions, International capabilities, Foreign distribution channels, Guilan province.

