
Impact of Entrepreneurial Tendency on the Export Intensity of Companies in Guilan Province

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With the increasing problems and difficulties of entrepreneurship in Iran and the reduction of exports of companies active in various fields, the study of how these companies have been internalized has been one of the concerns of managers. The purpose of this study was to investigate the effect of entrepreneurial tendency on the export intensity of export companies in Guilan province. The statistical population of this research was 364 managers and experts of export companies of Guilan province in 2018. The data were analyzed by a questionnaire. In order to study the statistical sample size, Cochran formula was used for limited communities. Finally, the sample size was determined by 241 people who were ed by non-random sampling method. In order to investigate the variables of the research, the Covin and Sliven (1989) questionnaire for entrepreneurship orientation, Chiva and Alger (2009) for learning ability, Brown and Eisenhart (1995) and Chesha et al. (1996) for innovative performance, and Majoki et al. (2005) questionnaire was used to examine the severity of exports. The validity of the research was assessed by using the content validity through the supervisor. The reliability of the research was also determined using the Cronbach's alpha method and the alpha value of each of the variables was 0.840, 0.783, 0.779, and 0.791. It was shown that the questionnaire was standardized. Data were analyzed using SPSS 21 and PLS 3 softwares. The results of the research showed that the tendency towards entrepreneurship and innovative performance have a positive effect on the export intensity of companies in Guilan province. On the other hand, the results showed that innovative performance plays a mediator role in the relationship between entrepreneurship orientation and the export intensity of export companies in Guilan province. Results regarding the effect of learning ability on export severity were rejected. The results also showed that learning ability does not play a role in the relationship between entrepreneurship orientation and the

export intensity of export companies in Guilan province

Keywords : Entrepreneurial orientation, innovative performance, learning ability, export intensity, export companies

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