

Factors affecting investment attraction in Anzali Free Zone and prioritizing them based on the Analytical Hierarchy process (AHP)

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Abstract Free-trade zones - Industrial as an instrument for expanding industrial and non-oil exports, and facilitating countries' access to world markets, attraction of domestic and foreign capital has attracted attention of most countries. This research aims to investigate the factors affecting investment attraction in Anzali Free Trade Zone, this research seeks to examine the factors affecting the attraction of investment in the Anzali Free Trade Zone. For this purpose, in a two-phase analysis, the research was carried out; firstly, using the variable extraction, their effect was studied using the structural equation modeling approach and using Smart PLS software. In this step, 207 acceptable questionnaires were analyzed, the results indicate that the factors of facilities with path coefficient and significant (0.128, 2.13), as well as the rules (0.288, 6.537), policy with (0.199, 4.327), Management with (0.242, 5.074) and location (0.152, 3.038) in Anzali Free Zone affect investment attraction. Also, in the second phase of the analysis, the factors were ranked by using the multi-variable decision-making approach using AHP. The results show that the first priority is to attract facilities investors, the second priority is the rules and regulations, the third priority of the policy, the fourth priority is the management of the organization, and the fifth priority is to locate the free zone.

Keywords : Keywords: Investment, Free zones, Commercial- industrial Anzali free zone, Structural Equation Model, AHP.

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