

Explanation of the Factors that Affect Export Performance in Manufacturing Companies in the Computer Industry "Farassoo" in Tehran Province

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The main objective of this study was to assess the relationships between variables (trust, affective commitment, , language skills, cultural sensitivity, entrepreneurial posture and calculative commitment) in a causal model. This research is descriptive of the purpose and nature. The study population included all Managers of Tehran farassoo computer manufacturing industry The number of 50 people, constituted a total number or census methods were used. The results showed trust has positive impact on affective commitment. The results also showed that affective commitment has positive effect on language skills, cultural sensitivity and entrepreneurial posture. Finally the results showed language skills, cultural sensitivity, entrepreneurial posture and calculative commitment have positive effect on export performance.

Keywords : Export Performance, Trust, Affective Commitment, Language Skills, Cultural Sensitivity, Entrepreneurial posture, calculative Commitment

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