

Survey Role of Mediate Innovation Capability in Relation between Market Orientations And Export Performance among Shipping Company BandarAnzali

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The overall objective of this research is to examine the role of mediation in innovation capability in the relationship between market orientation and export performance. The research method is descriptive and its purpose is applied. The method of data collection is field and its tool is a questionnaire. The statistical population of the study is the shipping companies of Antarctica, which are active in the export sector, with 30 companies. The researcher distributed the questionnaire among all companies and senior managers. Finally, the collected questionnaires were analyzed. Then the questionnaires were collected and the data were analyzed using SPSS 23 and v.pls1.04b1 software. Data analysis showed that there is a significant relationship between market orientation and export performance and innovation ability. There is a significant relationship between innovation ability and export performance, as well as the ability to innovate the relationship between market orientation and export performance Mediates.

Keywords : Innovation, Market Orienteering, Export Performance and Bandar Anzali Shipping Companies

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