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# **Investigating the relationship between marketing strategy setting and financial performance through marketing performance variables and supply chain (Case Study: Export Companies of Isfahan Province)**

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**Abstract:** The main purpose of this research is to investigate the relationship between marketing strategy setting and financial performance through the variables of marketing performance and supply chain in the export companies of Isfahan province. This research is applied in terms of its purpose, and in terms of its research method, it is a causal description. Because in addition to describing the existing situation, the discovery of the relationships of each of the variables of the research is done using the structural equation modeling test. In addition, in order to achieve the expected results, it can be used to improve the performance of export companies. The statistical society of this research is the export companies of Isfahan province. The total number of export companies in Isfahan province is equal to 517 companies. All of their information is available at [www.http: //merchant.tpo.ir/fa/result.aspx](http://merchant.tpo.ir/fa/result.aspx). Due to the fact that the size of the statistical population is limited, the Morgan table has been used to determine the sample size, that for a sample of 517 companies, the sample size is 220 companies using the Morgan table. To collect data this study, a standard Green questionnaire and its associates were used. The data were analyzed by SPSS and lisrel software in two sections of descriptive and inferential statistics. The results of the structural equation modeling test indicate that there is a positive and significant relationship between the setting of marketing strategy and supply chain performance, as well as between supply chain performance and marketing performance. In the end, there are suggestions for the results of this study.

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**Keywords : Adjustment of marketing strategy, financial performance, supply chain, marketing performance**

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