

Prioritization of Effective Criteria on Export Development in Anzali Commercial-Industrial Free Zone with Combination of Fuzzy Multi-Criteria Decision Making

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It is no secret the importance of exports in the global market and is considered as the most popular and common way to interact with international markets. Measuring the performance of exports is regarded one of the most challenging topics in international marketing research. One of the main goals of establishing free-commercial-industrial zones is to leave the economy based on the production and export of petroleum products, however, according to preliminary studies, none of the zones has yet reached such a goal. Therefore, the current study seeks to investigate the export performance of free zones in export and sales investments, in addition to examine the role of factors affecting it. The principle question of the study is "What are the main export development problems in free commercial-industrial zones and which of these are the priorities for planning to remove these barriers? " Accordingly, the questionnaire was distributed in two stages among the statistical sample in Anzali Free Commercial-Industrial Zone (5 experts in the investment and planning sector and budget) and the factors influencing export development in the Free Zone were determined by the Fuzzy Delphi Method. Participants mentioned a lot of the criteria set in the two theoretical models (Delphi and empirical studies) and also added their own elements. After collecting and extracting the results for the next questionnaire, first, the same items were removed and the items they declared themselves were added. Then, respondents were asked to rate the importance of each factors between 1 to 10 points. After collecting the results, the factors that were ranked lower were eliminated. As a result, seven major factors influencing export development in Anzali Free Zone were identified and summarized. Eventually, after

designing a questionnaire and a survey of experts, it was revealed that the facilities is the most important factor that should be considered in order to develop investment in this area. The second factor is the proper policy and another important factor that is ranked third is the rules and regulations. The fourth to seventh rankings are respectively, the supportive factor, the economic factor, the location factor and the management factor.

Keywords : Export Development - Anzali Commercial-Industrial Free Zone - Fuzzy Multi-criteria Decision Making

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