

Investigating the Impact of Export Orientation and Export Market Orientation on Export Performance of Exporting Companies in Guilan Province

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Abstract In the field of research, the effect of entrepreneurship and the desire for market demand on the operations of companies in the province of Guilan in the field of export of the product or services to be provided, this research has used the descriptive-correlation method and also pursued the research objectives in an applied way. The statistical population of this study is the product exporter companies in Guilan province, which includes a total of 38 companies. Considering the restrictions on obtaining the information of the companies active in the province's export area, which includes 63 companies registered in the Guilan Chamber of Commerce, the selected statistical society is based on information provided on the website of the Organization for Trade Development of Iran, which includes 38 companies. , have been. Accordingly, this study is part of the whole target community. As a tool for measuring the variables of the research, a reference questionnaire derived from Cadogan's research (2016) has been used. The software used in this research was SPSS. Through this tool, the data collected in the descriptive statistics section were analyzed in terms of dispersion or distribution, normality, standard deviation, variance, mean, and skewness of the preprocessor. In the inferential statistics section, the linear regression algorithm was analyzed and The study has also been conducted and the relevance of the relationship has also been studied. The results of these surveys indicate that the export performance of the companies exporting the products or services offered in Guilan province is affected by entrepreneurialism and export market orientation. On the basis of the existing hypotheses and the output of the model resulting from the research, suggestions are presented as a solution to improve

**the export performance of the companies in this province. Key words:
entrepreneurship, market orientation, export performance, exporting companies**

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