

Investigating the Impact of Export-Oriented Commercial Export Strategy on Competitive Advantage and Corporate Performance (Case Study: Manufacturing Companies in Guilan Province)

Seyed mohammadreza fayazi*, ali Yousefi,

Abstract The purpose of this study was to investigate the effect of export-oriented export strategy with environmental approach on competitive advantage and corporate performance. The method of this research was descriptive-correlational. The statistical population of the research was all of the manufacturing companies in Guilan province. Accordingly, by using a suitable sampling method, a sample of 232 active manufacturing companies in Guilan province that had a history of exporting their products was selected. The research questionnaires included export performance, business performance, competitive advantage in exporting products, competitive advantage in cost management and export strategy with environmental approach. Data were analyzed using structural equation model in AMOS version 24. The results of this research showed that export strategy with environmental approach has a significant effect on the competitive advantage in distinguishing export products (beta coefficient: 0.421/0) and competitive advantage in cost leadership (beta coefficient: 0.345/0). Also, competitive advantage in differentiating export products has a significant effect on export performance (beta coefficient: 0.279/0) and financial performance (beta coefficient: 0.497/0). Finally, competitive advantage in cost leadership has a significant effect on export performance (beta coefficient: 0.440) and financial performance (beta coefficient: 0.235/0). Also, export strategies with an environmental approach have a direct impact on the competitive advantage in differentiating export products (beta coefficient: 0.421/0) and competitive advantage in cost leadership (beta coefficient: 0.345/0) indirectly on export performance (beta

coefficient 269 / 0) and financial performance (beta coefficient: 290/0). Keywords: export performance, business performance, competitive advantage in producing export products, competitive advantage in cost management, export strategy with environmental approach

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