

The Effect of Attention of Top Managers of Companies on Participation in Trade Exhibitions on the Company's Performance and Value with the Relationship Marketing Perspective (Case Study: Industrial City Companies and Industrial Towns in Guilan Province)

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Abstract The purpose of this study was to investigate the effect of senior executives' attention on attending the international trade fair on increasing company value with the relationship between marketing orientation (communication activities, long-term vision and export perspective). The present study is a descriptive-survey study. The statistical population of this study consisted of 313 managers of sales companies of Rasht industrial city and industrial towns of Guilan province. The sample of 223 people was ed by the Cochran formula for unrestricted communities. The sampling method is simple random sampling. The research instrument was Hoveang et al. (2012), which has a reliable and reliable reliability. Descriptive data are used to analyze the frequency, mean, variance and standard deviation. At the inferential level, regression analysis was used for data analysis. The results showed that the attention of senior executives to attending the international trade fair on the increase of company value with the relationship between marketing orientation (communication activities, long-term attitude and export perspective) had a positive effect And meaningful.

Keywords : Keywords: trade fair, corporate value, relationship marketing.

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