

# **Investigating the Impact of Intangible Resources on Export Performance through Dynamic Capacity and Entrepreneurship orientation (Case study: Export Companies of Guilan Province)**

soheila lotfjoo\*, Mitra shabani,

**Export performance is one of the most important factors for achieving competitive advantage in international markets. In spite of sanctions, export companies are trying to improve their performance in export markets, therefore identifying the factors affecting export performance seems necessary. Based on this research, the effect of intangible resources on export performance through dynamic capability and entrepreneurial orientation in the export companies of Guilan province has been studied. This research is based on the type of applied target. Data gathering was a field method. A questionnaire was used to collect information. The statistical population of the research is export companies in Gilan province. Sampling method In this study, random sampling is possible. 129 companies were sampled through the Cochran formula for the limited community. Cronbach's alpha was used to check the reliability of the questionnaire, which was more than 0.7 for all variables. SPSS and PLS software were used to analyze the data. Of the ten hypotheses presented in the study, seven hypotheses were approved and three hypotheses were not statistically validated. Confirmed hypotheses include the impact of communication resources on information resources, the impact of information resources on dynamic capabilities, the impact of communication resources on dynamic capabilities, the impact of information resources on entrepreneurial tendency, the effect of dynamic capability on entrepreneurial tendency, the effect of entrepreneurial orientation on export performance, the impact of resources The intangibles on export performance through entrepreneurship mediation), but the impact of communication resources on**

---

**entrepreneurial tendencies, the impact of intangible resources on export performance through dynamic intermediation, the impact of dynamic capability on export performance was not confirmed. The most severe impact is the impact of dynamic capability on entrepreneurial orientation and the lowest impact of the impact of intangible resources on export performance through entrepreneurship mediation.**

**Keywords : export performance, dynamic capability, entrepreneurial orientation, communication resources, information resources, intangible resources**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)