
The effect of intra-organizational communication and tendency to export market on export performance(Case Study: Companies Exporting Products and Services in Guilan Province)

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In almost all developing countries, the issue of export development is at the top of government priorities and policies as well as the awareness and attention to the importance of exports in developed countries. The main purpose of this research is to explain the relationship between export market orientation and export performance in production companies of Guilan province. Thus, 112 export companies were ed in a non-probable manner. A questionnaire was used to collect data. Validity of the questionnaire using face validity and factor analysis and its reliability was confirmed by the Cronbach's alpha coefficient . To test the hypotheses, structural equation technique was used. The results of the first model showed that internal communication has a positive and significant effect on the export performance of exporters of products and services in Guilan province. Therefore, the main hypothesis can not be rejected. Also, the results of the test of the second model have shown that all five sub-hypotheses have been confirmed. The commitment to the trend towards the export market, trust in the export market, social interaction with the trend towards the export market, power to the export market and market trend Exports have a positive and significant effect on the export performance of companies exporting products and services in Guilan province. Therefore, it can be said that among the components of internal communication, social interaction is more effective.

Keywords : Communication within the organization, Tendency to export market,

Export performance, Gilan

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