

Investigating the effect of quality of commercial communication on export continuity in terms of financial performance and strategic performance of small and medium enterprises (Case study: Guilan province)

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In addition to expanding exports, issues such as export continuity and export satisfaction are of great importance, because the continuation of exports will lead to continued production, expansion of new investments and increased employment. The main objective of this research is to measure the impact of the quality of commercial communication on the export continuity, considering the financial and strategic operations of small and medium enterprises in Guilan province. Thus, the data of 246 firms are ed by statistical sample. Simple sampling method was used for sampling. Also, the researcher has examined the relationship between organizational characteristics in certain circumstances, so the level of organizational analysis will be. Data analysis was performed using descriptive statistics and inferential statistics using structural equations using Lisrel software. Field data collection method and questionnaire were used for collecting data. Validity of the questionnaire was verified using face validity and factor analysis (0.798) and its reliability was confirmed by Cronbach's alpha coefficient (0.948). The results showed that the quality of commercial communication has a positive and significant effect on export continuity with regard to the mediating role of financial performance, strategic performance and exporters satisfaction. And the current market performance also has a direct and significant impact on the intensity of competition and cost-effectiveness.

Keywords : Keywords: The quality of business communication, financial performance, strategic performance, issuer satisfaction, export continuity.

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