

# **Investigating the Relationship of Value Convergence with the Function of Distribution Channels by Mediating Information Sharing and Solving Common Issues in Guilan Province Industries**

Mohammad Reza Rabiee\*,

**Abstract** The purpose of this study is to investigate the relationship between value convergence and the distribution channels function by mediating information sharing and solving common problems. The statistical population of this research is Guilan province. According to the statistics of the General Directorate of Industries, it is 506 companies. Therefore, the level of organizational analysis and the statistical sample according to the Morgan table is 218 companies. The present study is an applied, descriptive and correlational research. The method of collecting field information, questionnaire research tool and data analysis method are used to analyze structural equations using AMOS18 software. The results of the research showed that the convergence of value between producer and distributors affects the performance of distribution channels and the sharing of producer and distribution information. The sharing of producer and distributor information affects the performance of distribution channels. The convergence of value between producers and distributors affects the problem solving. The joint resolution of issues between manufacturers and distributors affects the performance of distribution channels for the producer.

**Keywords :** **Keywords:** convergence of value between producer and distributors, information sharing, common issues solving

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[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)