

Effect of oriented Entrepreneurship on the Performance of Exporting Companies in Guilan Province with attention to the Role of Market Orientation and Communication Capabilities

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In recent years, globalization has required business firms, along with their domestic and traditional markets, to begin looking for new opportunities in international markets. Exports are one of the most vital parts of every country's economy. Exporting goods and services is the most important source of foreign exchange earnings in the country, which holds the pulse of the living and active economy of the world. The main objective of this research is to consider the effect of oriented Entrepreneurship on the Performance of Exporting Companies in Guilan Province with attention to the Role of Market Orientation and Communication Capabilities. Current research is an applied one. In terms of scheduling, it is a cross-sectional type of research in the 6-month period. Depending on the method of collecting descriptive information and based on the research method, it is correlation. Depending on the method of collecting descriptive information and based on the research method, it is correlation. The statistical population of the survey is the exporting companies in Guilan province, which is 57 companies. In this study, Solano Acosta et al. (2018) questionnaire was used to collect information and to analyze the software of the software. The results of the effect of the entrepreneurial orientation on the market orientation of the exporting companies, the effect of the oriented entrepreneurship on the export performance of the exporting companies, the positive impact of the entrepreneurial orientation on the export capabilities of the exporting companies, the positive impact of market orientation on the export performance of the exporting companies, the positive impact of communication capabilities on the export performance of

exporting companies in Guilan province.

Keywords : Key words: Oriented Entrepreneurship, Performance, Exporting Companies, Market Orientation, Communication Capabilities

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