

The Effect of Industrial Marketing Components on Small and Early Bodies SMES by the type of export strategy on the performance of these firms. (Case Study: Vehicle Manufacturing Companies in Gilan Province)

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The purpose of this study was to investigate the effects of industrial marketing components on small and early-stage SMES firms, due to the type of export strategy, on the performance of automobile car manufacturing companies in Guilan province. According to the factors of industrial marketing in SMEs (ability to transfer, export, alignment, e-commerce) And the export and export strategy of active SMEs enterprises in the field of export. The present research is applied to the target and in terms of the method of gathering information in the field, the research method in the present study is descriptive and analytical of the causal type according to the form of hypothesis. The statistical population in this research is the high ranking and middle managers of automobile manufacturing companies in Guilan province, including the automobile shaft automation company in Lahijan, Paya Clach, Ranger, Fencing, etc. In total, according to the performed studies, there are 120 statistical units. The required sample size was estimated to be 93, and the samples were ed unpredictably the accessible society. It needs to be explained that 98 questionnaires were distributed to ensure the return of the questionnaire and 95 questionnaires were analyzed. Accordingly, the type of statistical society is limited. The questionnaire was designed after the validity of the content was verified and its reliability was confirmed by Cronbach's alpha, distributed throughout the statistical society. The SPSS software version 24 was used to calculate the Cronbach's alpha coefficient. The findings of the

research indicate that there is a meaningful relationship between the industrial marketing components in SMEe and the export strategy and the performance of active SMEe firms in the export field.

Keywords : Small and early-stage enterprises Commercial management, Industrial marketing, Production management, Export strategy.

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