

Impact of market turbulence, market orientation and marketing capabilities on the business performance of exporting companies in Guilan province

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Today, organizations have come to the realization that in order to achieve organizational excellence and fulfill their aspirations, there is no other way than systematically measuring their performance and comparing them with short-term programs and making necessary adjustments with respect to feedback the domestic and foreign environment. In this way, recognizing the underlying factors of performance improvement can provide the basis for their further strengthening. So, the main objective of this research is to consider the impact of market turbulence, market orientation and marketing capabilities on the business performance of exporting companies in Guilan province. The statistical population of the survey is all exporting companies in the province of Gilan with 125 companies. Given the fact that the statistical community is limited in this research, the census is used for this reason. The data gathering tool in this field research and data gathering tool is a questionnaire. In this research, content validity has been used to measure the validity of the content validity and also the reliability of the Cronbach's alpha coefficient has been used and its values for all variables of the model are higher than 0.7. All analyzes of data collected through SPSS and PLS software are done. To investigate the research hypotheses, confirmatory factor analysis and structural equation modeling using partial least squares approach have been used. The results of the research hypotheses indicate that the strengths of the industry, market forces and marketing capabilities affect the business performance of the exporting companies in Guilan province. Keywords: Business performance, industry forces, market orientation, marketing capabilities, exporting companies

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