

The study of the impact of international entrepreneurship tendency on the performance of small and medium enterprises with mediating role of market orientation and network capability

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Today's business environment has been defined over and over again, with features such as complexity and uncertainty. Rapid changes in business environments and changes in the rules of competition are becoming part of the company's normal life, as these are the preconditions for business survival. Therefore, the purpose of this research is to investigate the effect of the tendency towards international entrepreneurship on the performance of small and medium enterprises with a mediating role of market orientation and network capability. This research is based on the purpose of the applied type, as a descriptive-survey method and in terms of the type of data collected by the questionnaire, is of a quantitative nature. The statistical population of the research is all the manufacturing companies of Guilan province, which have international relations. The sample size of the research is 20 companies. In each company, 3 questionnaires were distributed among the managers of the companies. In order to test the hypothesis of the research, structural equation modeling with partial least squares approach was performed using smart PLS software. Based on the results of the research, the hypothesis of the research revealed that there is a positive and significant relationship between the tendency towards international entrepreneurship and the performance of small and medium enterprises, market orientation and network capability. Market orientation and network capability are also directly and significantly related to the performance of small and medium enterprises. In addition, it was found that market orientation and network capability have a mediator role in the relationship between the trend

towards international entrepreneurship and the performance of small and medium enterprises. Key words: International entrepreneurship orientation, company performance, market orientation, network capability.

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