

The effects of e-marketing orientation on business performance Export Development Bank of Iran By The Mediating role of e-trust

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Today, the economic and commercial progress of the country depends on the advancement of the banking industry to the other industries of the country as well as the banking industries of other advanced countries. The purpose of this study was to investigate the effect of electronic marketing tendency on business performance of branches of Export Development Bank of Iran, considering the role of mediator of electronic trust. The present research is descriptive-survey and has a practical nature. The statistical population of this research was 40 branches of Export Development Bank of Iran with 283 executives, deputies and experts of branches. A total number of sampling was used. After distributing the questionnaire 283 distributed questionnaires, 240 questionnaires were used without any breach and were completely used to analyze the data. The questionnaire used in this study was Yousef et al. In 2018 and data analysis was done by SPSS software and Smart PLS. The results of this study showed that for one unit increase in e-marketing tendency, the level of e-trust increases to 0.823 , In return for one unit increase in e-marketing, business performance will increase by 0. 196, In return for an increase of one unit of electronic trust, the rate of business performance increased by 0.771 E-trust can also mediate the relationship between e-marketing and business performance.

Keywords : Marketing, E-Marketing, Business, E-Commerce Trust.

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