

## عنوان مقاله:

The Investigation of the Impact of E-Commerce Marketing Capabilities on E-Commerce Performance in Companies Exporting Agricultural and Food Products

## محل انتشار:

پنجمین کنفرانس بین المللی مدیریت، تجارت جهانی، اقتصاد، دارایی و علوم اجتماعی (سال: 1399)

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## خلاصه مقاله:

This study is mainly aimed to determine the impact of e-commerce marketing capabilities on the performance of e-commerce in companies exporting agricultural and food products. In terms of the purpose, this research is applied and quantitative, and in terms of the research method, it is a descriptive-survey research. The statistical population of the study consists of all active exporters in the food and agriculture industries. According to the inquiry of Iran's Trade Promotion Organization and the Union of Producers and Exporters of Agricultural Products and Food, it currently has 250 main active members. Therefore, the statistical population consisted of 250 people, and the sample size was selected 210 people based on Cochran's formula and by simple random sampling method. The methods of reviewing existing documents, the library method, and the field method were used to collect information and data. The main data collection tool was the questionnaire of Gregory et al. (2017) with 24 items. The validity of the questionnaire was confirmed as construct validity by confirmatory factor analysis, and its reliability was 0.883 and confirmed by Cronbach's alpha. The structural equation modeling and Amos software were used to analyze the data. The findings of the research showed that e-commerce marketing capabilities have a positive and indirect impact on the performance of e-commerce in companies exporting agricultural and food products

## کلمات کلیدی:

E-commerce Marketing Capabilities, E-commerce Performance, Exporting Companies, Agricultural Products, Food

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