

عنوان مقاله:

Validation of the internationalization model of small and medium-sized industries with marketing innovation : Emphasizing the mediating role of market orientation in the direction of the prosperity of the leather industry market, focusing on the East Azerbaijan region

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خلاصه مقاله:

In developed countries, most of the economic activities of these countries are carried out through small and medium-sized companies, and SMEs act as the backbone of the dynamic economy of these countries. The purpose of this study is to design and validate the internationalization model of small and medium industries with marketing innovation, emphasizing the mediating role of market orientation in the direction of the prosperity of the leather industry market, centered on the East Azerbaijan region. The statistical population in the quantitative part included ۱۶۲۰ active units in East Azarbaijan province, and the statistical sample included ۳۱۰ people based on the Morgan-Karjesi table, who were selected by a simple random sampling method. To do sampling, cluster sampling and available people were used for sampling. A Likert scale questionnaire was used to collect data. Structural equation modeling method and smart-pls software were used for data analysis. The findings of this study showed that marketing innovation has an effect on the performance of innovation and internationalization with mediating variables of market orientation, process innovation, innovation capability, and product innovation

کلمات کلیدی:

Internationalization, small and medium industries, marketing innovation, market orientation, marketing capabilities

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