

Pattern of Effective Components of Entrepreneurial Marketing on Export Performance Businesses Using the Delphi Technique

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Abstract— In today's world, due to the increasing symmetry of information and competition between businesses, the use of innovative methods in organizing the various pillars of business, has become an integral part of the duties of entrepreneurs and business owners. However, attention to entrepreneurial marketing and its importance in the export performance of commercial companies has received less attention. Therefore, the present study was conducted with the aim of modeling the effective components of entrepreneurial marketing on the export performance of commercial companies using the Delphi technique. The study population consisted of academic experts and senior managers of commercial companies. Using purposive sampling method, 12 academic experts and 9 entrepreneurs in the company were selected as members of the Delphi panel. Data collection tools in this study are library studies and Delphi questionnaire. Based on this, first, using the library method and reviewing the texts and observing the factors related to entrepreneurial marketing, export performance was extracted and considered as the basis of the Delphi method. Then, the Delphi questionnaire was sent to the members of the expert panel in 4 stages to receive their opinions and was studied and reviewed. The identified items were in the form of 5 categories of value creation and presentation factors, risk management, desire for market innovation, opportunity-oriented and competitive intelligence, classification and were presented within the framework of the research model.

Keywords— Entrepreneurial Marketing, Export Performance, Business Company.

I. INTRODUCTION

In today's world, as markets become more competitive, entering competitive markets and offering innovative products in these markets requires a lot of investment and high risk tolerance. Experts, meanwhile, refer to entrepreneurial marketing as a process for marketing companies that seek to seek opportunities in unknown market events with limited resources (Mohabbat Talab et al., 1397). Entrepreneurial marketing inspires the entrepreneur to highlight the importance of the entrepreneurial process in creating markets; The entrepreneur then identifies, explores, and exploits opportunities and finds markets, and subsequent operational strategies (entry, growth, and management) as well as strategic decisions (sales, harvest, and exit decisions) for Makes market dynamics (Allah Dadi et al., 1397). In recent decades, the internationalization of trade and the shift of companies to globalization has taken shape, and exports are one of the approaches that companies have used to enter international markets. There has been a lot of research on export

performance over the last four decades, but despite all these efforts, there is disagreement over the conceptualization and implementation of this concept. Export performance is the result of a company's activities in export markets, and increasing trade, globalization of products and services, as well as the internationalization of companies emphasizes the continuing importance of the performance of export companies (Behzadnia et al., 2019). Global market growth has increased the desire of companies to enter global markets, and most companies have turned to exports. This has led companies to realize that presence in global markets, regardless of country, size or industry, is not a choice but a necessity, while the accumulated marketing knowledge and skills enable a company to Understand customer preferences and competitors' actions and thus offer better products than competitors' products, and this is likely to increase customers' willingness to buy and lead to superior performance (Angela et al., 2018). Because marketing capabilities can be easily transferred to a foreign country, a positive relationship between marketing capabilities and performance can also be applied to exports. In addition, entrepreneurship and exports are two essential elements in the process of economic growth of countries, through the creation or development of new business. Entrepreneurship contributes to economic growth by creating and transferring knowledge and increasing competitiveness and diversity. Export also has a positive effect on the amount of reserves and national welfare with the expansion and development of domestic industry, productivity and employment (Rastegar et al., 2016). Export performance, meanwhile, reflects a firm's particular behavior in using its resources and capabilities internationally at a given time. The company's export performance is considered as one of the key indicators of the success of a company's export activities, which is studied and studied in the form of a broad phenomenon (Belska et al., 2014). However, due to the highly competitive business environment today, traditional marketing approaches no longer have the competence to compete in the market and make strategic marketing decisions. And in order for companies to compete in this uncertain and unpredictable environment, entrepreneurial actions need to spice up their marketing activities (Ismail et al., 2018). Therefore, in the present study, the researcher seeks to answer the main question: what is the pattern of effective components of entrepreneurial marketing on the export performance of commercial companies using the Delphi technique?

II. ENTREPRENEURIAL MARKETING, ITS DIMENSIONS AND FACTORS

Entrepreneurial marketing is a new stream of research that describes the tendency of businesses to market based on innovation and the creation of new ideas in order to find innovative market needs. The main purpose of creating the term entrepreneurial marketing is to achieve a proper understanding of the commonalities between the fields of marketing and entrepreneurship and to understand the impact of entrepreneurial behavior on marketing and to adopt innovative approaches in marketing. Entrepreneurial marketing, as interdisciplinary and emerging knowledge, expresses a different approach to the role of in-house marketing tasks. According to the market, the company tries to lead customers instead of following them and instead of providing better services in existing markets, it steps towards creating new markets (Rahimi et al., 1399). Entrepreneurial marketing is a combination of marketing and entrepreneurship that should focus on creating value for any individual or organizational effort to create and promote market ideas (Morris, 2011). Entrepreneurial marketing in particular is known to be the main factor in the performance of businesses, so that lack of market orientation and lack of sufficient skills in entrepreneurial marketing in businesses, often leads to lower performance and higher probability of failure (Mazrouei Nasrabadi and Et al., 1399). Herman et al. (2018) believe that market orientation is one of the most effective and efficient types of organizational culture that plays an important role in the behaviors necessary to create superior value for customers in order to succeed in business. In other words, market orientation is a business culture that, through the commitment to create superior value for customers, leads to superior performance and gaining a foothold (Stanovski et al., 2019). Entrepreneurial success can also be measured by financial (economic) scales such as efficiency, growth, profit, market share, income, etc. (Fisher et al., 2014). In general, the factors that shape entrepreneurial marketing can be divided into two categories: internal and external:

- 1) external factors; Includes heterogeneity of supply and demand, bargaining power of buyers and sellers, substitutability, pressure from competitors, fluctuations in economic conditions, regulatory policies, financial crisis, changing rates of technological change.
- 2) Internal factors including horizontal structure, culture, design of control systems, responding to the results of financial investment problems, development of human resource management system, encouraging creative solutions, accepting change (Malek Amini et al., 2016). Morris et al. (2002) believe that entrepreneurial marketing has the following four basic dimensions:

Opportunism: refers to the identification and selection of the right opportunities according to the capabilities of the firm in exploiting them, which determines the success or failure of firms. **Risk-taking:** Risk-taking is both a desire and an ability; This means that the organization must be able to take calculated actions to reduce the risks that arise in pursuing opportunities. **Innovation Orientation:** Innovative marketing

allows firms to focus on ideas that lead to new markets, products, or processes. Organizations can be categorized from the creators of innovative new markets to the gradual minor market makers based on the extent to which they emphasize innovation in their marketing activities. Value creation: The core and core of entrepreneurial activities and an integral part of the company's marketing activities. Successful companies emphasize value creation activities on strategic goals in the field of competition (Seif et al., 1397)

Numerous studies have been conducted on the dimensions of entrepreneurial marketing, which in the following (Table 1) briefly describes some of the most important identified dimensions of entrepreneurial marketing:

TABLE 1. Dimensions of Entrepreneurial Marketing

Dimensions	Research fellow
Young and Gaberson (2017)	Focus on innovation, resource leverage, leadership, value creation, customer orientation, risk-taking
Pani Handan et al (2016)	Identifying opportunities, seizing opportunities, focusing on innovation, leveraging resources, creating value
Allah Dadi et al (1397)	Entrepreneurship-oriented, market-oriented, customer-oriented and innovation-oriented
Hamidzadeh and Partners (1393)	Identifying opportunities, seizing opportunities, focusing on innovation, leveraging resources, pioneering, value creation, customer orientation, risk-taking

2-1. Export Performance

Exports are one of the most vital sectors of any country's economy. Export of goods and services is the most important source of foreign exchange income in the country, which holds the pulse of the living and active economy of the world. Meanwhile, many companies are trying to maximize their profits by selling their goods and services in global markets (Mosleh et al., 2016). Because they are basically able to offer their product surplus in foreign markets with minimal involvement in domestic activities and in other words, regardless of the demand in local markets. Research on the export performance of businesses dates back to the 1960s, and in fact began with Tukey 1964's attempt to introduce factors related to successful exports. There are several definitions of export performance, some of the most important of which are listed in Table 2 below:

TABLE 2. Definitions of export performance

Row	Research fellow	Definitions
1	Sponsor & Associate (2016)	Export performance is a guide for analyzing the success of the firm at both domestic and international levels.
2	Rambokas et al. (2015)	Export performance is the extent to which a firm's goals (including strategic and economic goals) for exporting a product are achieved through the planning and implementation of export marketing strategies.
3	Navarro et al. (2010)	Export performance is the amount that a company achieves its goals when exporting its products to foreign markets. Export performance is the result of organizational operations that include the achievements and internal and external goals of the company.
4	Kadogan et al. (2009)	To the extent that a company's strategic and economic goals regarding the export of a product to a foreign market are achieved through the planning and implementation of an export marketing strategy, it is called export performance.

Export performance is measured by a set of indicators. Multiple criteria are used significantly; Because they are able to provide a better and more complete picture of performance and can reduce the systematic and random changes of a particular criterion. In general, financial (economic) criteria are considered as objective criteria and non-financial criteria such as achieving strategic goals in exports and managers' satisfaction with export performance are considered as subjective criteria (Kazemi, 2016). Padrolf et al. (2000), in a general classification, have divided the criteria for measuring the export performance of companies into a main category, which is briefly described in Table 3 below:

TABLE 3. Criteria for measuring export performance

Definition	Indicator	Criterion	Row
The group of sales metrics includes absolute metrics such as export sales volume and export intensity (ratio of exports to total sales of the company).	Sales metrics	measures Financia	1
The characteristics of sales criteria and profit are stability in them; But growth metrics relate to changes in sales or profits from the administration over a period of time	Growth criteria		
The group of profit criteria includes the absolute criteria of total export profitability and relative criteria such as the ratio of export profit to total profit or domestic market profit.	Profit metrics		
Success metrics group includes metrics such as management belief It is about exports that lead to greater profitability and reputation of the company	Perceived success metrics	Non-financial criteria	2
Refers to the manager's evaluation of performance in comparison with the ideal goals.	Criteria for achieving the goal		
They are related to the general satisfaction of the manager, which is obtained from the export performance of the company.	Satisfaction criteria		
These criteria are based on the overall score of various types of performance criteria. Among the above categories, sales and profit criteria and composite criteria have the most use in export performance research.	A variety of average performance metrics	measures Composite	3

2-2. Entrepreneurial Marketing and Export Performance of Companies

Export development and proper entry into the world market, as well as maintaining conditions and sustainability in it cannot be achieved except with a clear and sustainable export strategy. Therefore, considering the necessity and importance of developing export activities, companies need to identify the effective factors of their export performance in order to survive and succeed in these activities. The success rate of a company in the field of export can be evaluated by its export performance. Export performance means whether the company has been able to achieve its goals (Mosleh et al.,

2016). One of the desirable mechanisms for organizations to respond quickly and appropriately to increasing environmental changes and developments in the business environment, is to create entrepreneurial organizations and strengthen the entrepreneurial character in the organization. Because it improves the performance, increases the efficiency and effectiveness of the organization and innovation of its products (Teymouri et al., 2017). Due to the fact that export firms are more efficient than non-export firms and due to the direct relationship between efficiency and productivity, other aspects of the effect of market structure on exports become clear (Hajipour et al., 2015). Existing research shows that enterprise innovation and competitive advantage process are interrelated and all types of innovation can lead to sustainable competitive advantage. Even previous research shows that innovation is not only the main center of marketing strategy but also the primary source of advantage. There is also competition (Maridos et al., 2011)

Learning from market changes is an important and key resource for innovation and improving company performance. As stated, organizations must constantly monitor the market and competitors to identify opportunities and customer satisfaction. Because innovative ideas are created through the collection and distribution of market information, which is the starting point for innovation. In addition, learning and knowledge about market preferences reduces the degree of incompatibility between new products and customer needs and increases the success and acceptance of innovation. In short, the emphasis of the market learning approach is on innovation to identify customer needs and competitors (Arman et al., 2017). Huang (2011) believes that the organization's learning operations from the market make it easy for the organization to collect, share and share market and entrepreneurial information and become an entrepreneurial and market-oriented organization. However, organizations with a high entrepreneurial orientation, due to their willingness to take risks and innovate, have gained more and more information from the information environment. Helps (Nasehifar et al., 2018).

2-3. Empirical Background of the Research

The following are some of the most relevant researches related to the subject of this research in Table 4:

TABLE 4. Empirical background of the research

Achievement	Researcher
In the effectiveness of entrepreneurial marketing in virtual networks, they found that in the long-term relationship between the validation of celebrities and the intention to buy the customer community, the brand image sponsoring the financial distinction of the brand has a moderating and mediating role.	Fink et al. (2019)
Encourage people to share knowledge, pay attention to risk-taking, innovation and creativity, create a positive attitude towards entrepreneurship and marketing. The tendency of people to entrepreneurship and digital marketing are the most important factors influencing entrepreneurial marketing.	Lee et al. (2017)
The most important factors affecting entrepreneurial marketing are: market-oriented, infrastructure, entrepreneurship-oriented, innovation-oriented.	Susan et al. (2017)

In addition to technological resources and management capabilities, companies' export performance strongly depends on the relationships in the export network and is influenced by international records and the intensity of their relationship with customers.	Kim et al. (2016)
In a study aimed at investigating the impact of entrepreneurial marketing mix on the entrepreneurial success of knowledge-based firms, they found that the entrepreneurial recovery mix affects the success of these companies.	Mazrouei Nasrabadi (1399)
They found that marketing capabilities measure market, interaction with customers and communication with partners in achieving superior export performance. Therefore, communication with customers in international markets and recording their demands and suggestions can be effective in improving the company's export performance.	Behzadnia et al. (1398)
Entrepreneurial orientation has a positive effect on entrepreneurial exports and among the three dimensions of this tendency, only the risk-taking dimension is effective on entrepreneurial exports. In addition, market learning capability is effective on entrepreneurial exports and has a mediating role in the relationship between entrepreneurial orientation and entrepreneurial exports.	Nasehifar et al (1397)
Internal and external factors of the company have a direct and significant effect on its performance. Also, the effect of marketing strategies on export performance and the indirect effect of internal factors of the company through the mediation of marketing strategies on export performance was confirmed.	Maleki Min Bash Razgah et al. (1395)

III. RESEARCH METHODOLOGY

Since the present study aims to model the effective components of entrepreneurial marketing on the export performance of commercial companies, so in terms of research classification, it is a type of basic-applied research. In addition, from the perspective of data collection, since it seeks to describe the conditions or phenomena under study, it is a descriptive research and a type of correlation. Delphi panel members were selected for this study as a purposive sampling method. Accordingly, taking into account the fact that the available sample is considered in the Delphi method, focusing on the available people, a statistical sample of 24 people including 14 academic experts and 10 entrepreneurs in commercial companies were selected, which finally 12 university faculty members and 9 entrepreneurs in commercial companies announced their readiness to participate in at least three rounds of Delphi panel as experts in the field of entrepreneurial marketing and export performance. In this study, after defining the problem, the components of key elements of entrepreneurial marketing and export performance of commercial companies were obtained through a comparative study of the research literature, then using the Delphi method, the opinions of experts in the field were collected. And were the basis of the first round Delphi questionnaire and the questions of the questionnaire with a range of five Likert options (totally agree, agree, I have no opinion, disagreements and completely disagreements), and at the end of each of the mentioned axes, an open question was asked So that the member can post his comments in it. Then the questionnaires were distributed and the opinions of the panel members were collected, the collected answers from each Delphi round were evaluated and the results were considered in the next round of the Delphi questionnaire and

the members were informed to express their opinions. This process was repeated four times until the members of the expert panel reached a consensus on the results. The data were categorized into six axes of value creation and presentation, market innovation drive, opportunity-oriented, risk management, competitive intelligence, and export performance of commercial firms. Also, in order to evaluate the validity of the questionnaire in the qualitative part, the content validity method was used using CVR and CVI coefficients.

IV. DATA ANALYSIS

Fan Delphi is a research approach to reaching a consensus using a questionnaire and providing feedback to participants who are experts in the field. After finding the items, the researcher, in search of the components of the questionnaire, with the assumption of how different primary items can be combined to create the components, categorizes the items and identifies the components from the combination. has done. At this stage, after a preliminary interview with the expert panel experts, the components of the initial model were examined and based on the experts' opinion, a category of variables called mediating variables was added to the model, then in the first questionnaire Variable categories of value creation and presentation, tendency to market innovation, opportunity-oriented, risk management, competitive intelligence and export performance of commercial companies A total of 43 options were questioned.

TABLE 5. The main themes are set

Number of questions	Questionnaire components	Row	Number of questions	Questionnaire components	Row
A13-A14-A15-A16	Opportunity pivotal	4	A1-A2-A3-A4	Create and deliver value	1
A17-A18-A19-A20	Competitive intelligence	5	A5-A6-A7	risk management	2
A21-A22-A23-A24	Export performance	6	A8-A9-A10-A11-A12	Tendency to innovate in the market	3

Then, at the end of the questions related to each of these six categories of variables, an open-ended question was asked, the experts expressed their views on the variables. After collecting the questionnaires, the proposed new variables were examined by experts and after removing duplicates, the number of new components reached 32 options. These variables were questioned in the second round of Delphi. To determine the appropriate variables to enter the next round of Delphi, the mean test of a community was used. Due to the fact that the Delphi questionnaire used a 5-point Likert scale, so the highest rank of each variable was 5 and the lowest rank was 1. The criterion for accepting variables in each round of the questionnaire is a statistical average of 4 or higher. Accordingly, 28 variables out of 32 input components of the first stage have a statistical average higher than 4, a total of 28 variables entered the third round of Delphi. In the analysis of the third round Delphi questionnaire, according to the statistical average of 4 and above, all the variables of the third round went to the fourth stage. In the fourth round, all

variables have an average of 4 and above, and thus the final verified variables contain the same 28 variables. After creating the components based on the extracted source code (items), the researcher in the search for agents, with the assumption of how the components can be combined to create the factors, categorizes the codes and combines them. Identifies the factors.

TABLE 6. Dimensions and indicators of the conceptual research model

Indicators	Dimensions	Indicators	Dimensions
Customize products based on customer demand	Opportunity pivotal	Stable communication with customers	Create and deliver value
Take advantage of market opportunities		Meet the needs and expectations of customers	
Creating needs and motivating customers towards the company's products		Providing products and services based on knowledge gained from the customer and the market	
Continuous analysis of Yazar and customer information		Creating a network of relationships with customers, suppliers and distributors	
Market intelligence	Competitive intelligence	Appropriate and timely response to competitors' activities in target markets	risk management
Managerial intelligence		Guarantee the authenticity of goods to customers	
Financial intelligence		Create databases of customers, suppliers and distributors	
Competitors' intelligence			
Export sales growth	Export performance	Supporting new ideas and designs for product / service development	Tendency to innovate in the market
Export sales volume		Encourage employees to transfer ideas and share knowledge	
Export profit share		Provide innovative products and services	
		Emphasis on marketing research	
Satisfaction with export operations		Innovation in production processes and marketing of products and services	

4-1. Kendall Coordination Coefficient Measurement

Kendall coordination coefficient is a scale to determine the degree of coordination and agreement between N object or person. The Kendall agreement coefficient is in the range of zero to one, which indicates the degree of consensus reached through the group. Strong consensus is obtained at $W > 0.7$, moderate consensus at $W = 0.5$ and weak consensus at $W = 0.3$. The results of the consensus resulting from the implementation of the third round of Delphi are shown in Table 7. Therefore, the value of Kendall coefficient for all the considered factors is more than 0.7 or very close to it, which indicates a strong consensus of experts. The level of significance for Kendall coordination coefficient in all factors

is more than 0.05, which means that there is a significant agreement between experts.

TABLE 7. Consensus coefficient of Kendall Consensus of experts

Significance level	Chi-square statistics	Kendall coefficient (W)	Number Components	Factors
0/221	34/431	0/789	4	Create and deliver value
0/069	54/756	0/865	3	risk management
0/351	55/236	0/721	5	Tendency to innovate in the market
0/059	43/889	0/743	4	Opportunity pivotal
0/118	32/251	0/708	4	Competitive intelligence
0/103	49/467	0/719	4	Export performance

Therefore, considering the results of the consensus of experts and the high coordination coefficient of Kendall at this stage and the lack of significant differences between the average rankings for dimensions and components in Table 8, it can be acknowledged that there is a consensus among specialized panel members.

TABLE 8. Correlation coefficients between questions with their total score

Correlation coefficients	questions	Correlation coefficients	questions
0/51	Question 13	0/57	Question 1
0/49	Question 14	/54	Question 2
0/35	Question 15	0/51	Question 3
/71	Question 16	0/44	Question 4
0/69	Question 17	/39	Question 5
0/61	Question 18	0/51	Question 6
0/55	Question 19	0/63	Question 7
0/46	Question 20	0/29	Question 8
0/56	Question 21	0/46	Question 9
0/64	Question 22	0/27	Question 10
0/53	Question 23	/45	Question 11
0/49	Question 24	/38	Question 12

As can be seen in Table 8, all questions have a correlation coefficient of $r = 0.3$ to $r = 0.7$ and are significant at the level of 0.05. In addition, the questions are closely correlated with the total score. Correlation coefficients indicate that all questions with a correlation coefficient greater than 0.3 measure approximately what the entire test measures. In other words, it indicates the proper validity of this scale.

4-2. Content Validity of Research

In order to evaluate the validity of the questionnaire in the qualitative part, the content validity method of CVR and CVI coefficients has been used. In a qualitative review of the content, the researcher asks the experts to provide the necessary feedback regarding the tools according to which the items will be modified. To evaluate content validity quantitatively, two relative content validity coefficients (CVR) and content validity index (CVI) are used. The aggregate scores for each item that scored "relevance" and "clarity" were divided by the total number of professionals. The phrase

"required" is also used to determine CVI. Panel members were then asked to review each item on a three-part scale. The answers were then calculated according to the following formula:

$$CVR = \frac{n_E - \frac{N}{3}}{\frac{N}{3}}$$

In this regard, n_E is the number of specialists who responded to the "required" option, and N is the total number of specialists. Accordingly, if the calculated value is greater than the table value, then the content validity of that option is accepted.

The following formula is used to calculate the value of CVI. If the obtained CVI value is greater than 0.79, the validity of the content of the scale is confirmed.

$$CVI = \frac{\sum CVR}{21}$$

Therefore, according to the results, content validity for CVR and CVI coefficients is acceptable and the questionnaire of the qualitative part of the research has a good content validity. Thus, it can be acknowledged that in the Delphi section of the research, 24 questionnaire questions have good content validity.

TABLE 9. Results of CVR decisions

Minimum amount of validity	Number of specialists panel
0/98	7
0/95	9
0/87	6
0/89	10
0/63	8
0/77	16

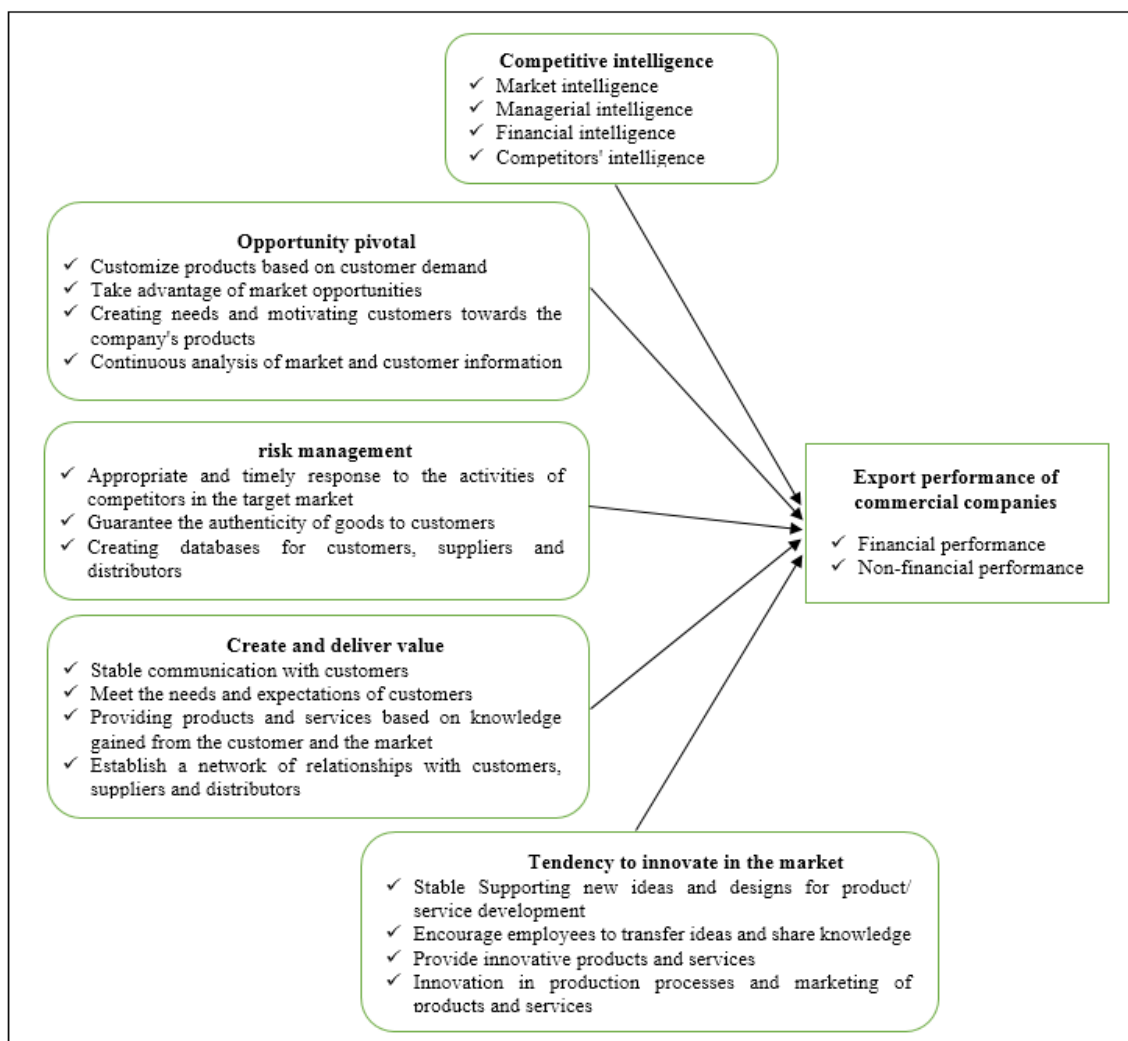


Figure 1. Pattern of effective components of entrepreneurial marketing on the export performance of commercial companies

V. DISCUSSION AND CONCLUSION

Globalization in recent years has forced companies to start looking for new opportunities in international markets

alongside their domestic and traditional markets. Meanwhile, exports are more attractive because they have less requirements and obligations than other methods of entering foreign markets (joint ventures, etc.). In Iran, strengthening

non-oil exports is one of the main strategies of the country, the improvement and development of which has always been considered by Iranian experts, economists and researchers, so that it can be said that one of the main economic goals after the victory of the Islamic Revolution is non-oil exports. (Hajipour et al., 2015). Despite the importance of this issue, Iran's economy still relies on oil resources and most of its foreign exchange earnings come from oil exports, which is not desirable because oil is a non-renewable resource and fluctuates widely in world markets. Therefore, export development is one of the main goals of the oil-free economy. However, the high concentration of export commodities indicates a lack of attention to the type of strategic orientation of firms in the field of marketing and their capabilities in terms of entrepreneurial marketing planning at the national level, as the most important factors affecting the success of export performance. Is, therefore, the present study was conducted with the aim of modeling the effective components of entrepreneurial marketing on the export performance of commercial companies using the Delphi technique. Findings indicate that the following five categories of factors affect the export performance of commercial companies: 1) Creating and delivering value (including establishing a stable relationship with customers; meeting customer needs and expectations, providing products and services based on knowledge gained from the customer and the market and creating a network of relationships with customers, suppliers and distributors); 2) Risk management (including appropriate and timely response to competitors' activities in target markets, ensuring the authenticity of goods to customers and creating databases of customers, suppliers and distributors); 3) Tendency to innovate in the market (including supporting new ideas and plans to develop products / services; encouraging employees to transfer ideas and share knowledge; providing innovative products and services; innovation in production and marketing processes) And services and emphasis on marketing research); 4) Opportunity-oriented (including customization of products based on customer demand; taking advantage of existing market opportunities; creating the need and motivation of customers for the company's products, continuous analysis of information by Yazar and customers); And 5) competitive intelligence (including market intelligence; managerial intelligence; financial intelligence and competitor intelligence). Based on this, it can be acknowledged that the most important innovation of this research, in addition to identifying the factors affecting entrepreneurial marketing on the export performance of commercial companies, is a comprehensive, multifaceted approach focusing on the need for innovation and opportunity in the environment Foreseeing the needs of the market and customers, and the importance of the intelligence of these companies in the financial, managerial, market and even usury dimensions, in order to increase market share and improve their export performance.

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