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EFFECTS OF ENTREPRENEURIAL ORIENTATION AND EXPORT ORIENTATION ON THE COUNTRY'S EXPORTS IN THE PHARMACEUTICAL INDUSTRY (CASE STUDY COMPANY DAROUPAKHSH)

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ABSTRACT

In this study, the effect of entrepreneurial orientation and export orientation on the country's exports in the pharmaceutical industry (case study company Daroupakhsh) is examined. In this context, seven main hypotheses developed and by distributing questionnaires, organizational innovation Frvany questionnaire (1391), a questionnaire evaluating entrepreneurial orientation Safari (1392) and a survey of the impact of in-service training Rahmati (1391) among managers and heads of pharmaceutical distribution company were tested. For this purpose statistical sample of 105 company managers and heads available in distributing medicine were selected by convenience sampling. The research method is descriptive – survey and is of correlation type and to test the hypotheses of factor analysis and using statistical software LISREL is used. The results indicate that entrepreneurial orientation on the innovation performance of companies in the pharmaceutical industry of distributing medicine has a significant and positive impact. Entrepreneurial orientation on the job training in the pharmaceutical industry of drug companies distribution a positive and significant impact. Entrepreneurial orientation on the export of pharmaceutical distribution company in the pharmaceutical industry and has a significant positive impact. Entrepreneurial orientation on the job training in the pharmaceutical industry distribution company - medicine has a significant positive impact. Entrepreneurial orientation on exports of pharmaceutical distribution - Medicine Company has a significant positive impact. Innovation performance and significant positive impact on exports in the pharmaceutical industry. Innovation performance on the amount of export of pharmaceutical industry drug - distribution companies has a positive and significant impact. In-service training of the organization on the amount of export of pharmaceutical industry in Medicine Company has a positive and significant impact. Entrepreneurial orientation given the role of mediator of innovation performance has a significant positive impact on the export of medicine companies in the pharmaceutical industry. Entrepreneurial orientation with respect to the role of mediator in-service training of the organization has a significant positive impact on the export of pharmaceutical industry distribution - drug companies.

Keywords: *Entrepreneurial Orientations, Export Orientation, Export of Pharmaceutical, In-Service Training of the Organization*

INTRODUCTION

In today's world exports has particular importance for large companies that is no secret, in fact, due to the uneven distribution of natural resources and factors of production in the world, countries need to communicate with each other. Successful export requires knowledge of export and awareness in their respective fields. Export as one of the professional duties of large organizations to knowledge, education and skills are urgently needed. The World Health Organization defines the drug as every substance used in pharmaceutical process and the improvement of physiological processes in order to improve the consumer.

Due to the absence of all raw and chemical plant materials for the medicine in all countries, pharmaceutical companies are required to import raw materials. Iran due to has special conditions of climate and rich and varied species of plants have been considered by pharmaceutical corporations.

Research Article

Daroupakhsh company in terms of production, sales and exports medicine has always been the top medicine manufacturer company in Iran.

Literature Research

Export is consist communicate and work with professional market and professionals of market of overseas. Export is the starting point for communicating with others. Exports is for growth and economic development that of the sale of products or services to other countries to earn foreign exchange can be achieved and will help in trade balance and create the equilibrium of the economy. Creativity, such as justice, democracy and freedom for the people has different meanings. but a common factor in all creative works is that creativity is always dealing with new elements which creativity in them is available and to act as the sum of cultural heritage but what is new is the combination of these agents in new model (Jack, 1992) creative efforts are means for innovation. Innovation is a skill that is associated with many other factors. Major changes in the field of technological advances or provide the latest management concepts or production methods, applies as innovation. Innovation is phenomenon really dramatic and controversial. Innovation is generally a rare phenomenon that only in certain people can be traced. More innovations that occur in developing countries, as "final development initiatives" are known. These innovations may include minor changes in the optimization of the production process. Innovation is the driving force of economic growth, this even can change international trade in developing countries (Pvga and Trflr, 2010). Mansfield is one of the pioneers of research on the relationship between economy and technological change states innovation activities and economic growth is a function of research and development activities. Scherer (2005) studied the relationship between innovation and R & D following Mansfield and suggests a positive relationship between the activities of research, development and innovation. Kirchohoff (1994) and Groski (1994) considered research and development as one of the factors of production and Patent as an indicator of innovation that leads to increased productivity. Crepon *et al.*, (1998), Pakes *et al.*, (2002) and Maress and Mohnen (2004) studied also effective ways on research and development on innovation and productivity growth. Their results showed a positive relationship between the activities of research, development and innovation.

Lu and Nag (2010) in a study entitled "do the import and export stimulates innovation?" examined the relationship between trade and innovation, trying to answer the question that how much innovations are formed in developing countries through import and export competition. Therefore, provincial data related to 14 industries in the five regions of China for the period 2002-2000 were used.

Gorodnichenko *et al.*, (2009) are pioneers in the field of innovation associated with the import and is began for the first time to investigate the role of instigator of import competition on innovation firms various in 27 countries in transition during the period 2002 to 2005. The results indicate that the higher import competition will be more innovation in firms. Fernandez-Mesa and Alegre, (2014), their research entitled "Entrepreneurship and the amount of exports in small and medium businesses". They began to examine the interplay of organizational learning and innovation. They believe that how much is now a successful exporter, is very important. Amin and Zargar (1390), in a study entitled "The Pathology of small and medium enterprises, practical strategies to support them (Case study: Semnan Province), surveyed pathology small and medium industrial enterprises in Semnan province and expressed strategies practical support them. Kanani *et al.*, (1391), in their study entitled "The effects of an entrepreneurial approach and entrepreneurial management on the performance of small businesses" believe that, given the important role of small businesses in the economic recovery and job creation, with the passage of time the number of small businesses that will be out of the competition, has upward trend. Jazie *et al.*, (1391) studied the impact of emotional intelligence on entrepreneurial orientation to achieve the following results: The aim of this study was to evaluate the effects of emotional intelligence on the entrepreneurial orientation of organizations and companies active in the field of nanotechnology research. The study sample included 232 CEOs active in the field of nanotechnology is that 150 of them were selected as the sample, in among them questionnaire was distributed. Razavi and colleagues in a study titled The Role of entrepreneurial orientation in organizational performance, Bank Mellat in Tehran have achieved the following results: The aim of this study was to determine the role of customer orientation and

Research Article

environmental uncertainty in the relationship between entrepreneurial orientation and organizational performance of the Mellat Bank's branches. For this purpose, questionnaires of entrepreneurial orientation, customer orientation and environmental uncertainty in seven areas of Tehran Mellat Bank branches, and in among 172 managers and experts who were selected through stratified random sampling were completed.

Hypothesis

1. Entrepreneurial orientation on exports of medicine in the pharmaceutical industry has a positive effect.
2. Innovation performance on the exports in pharmaceutical industry Enterprises Daroupakhsh is effective.
3. Corporate service training on export of pharmaceutical industry Enterprises Darou Pakhsh is effective.
4. Corporate service training in relation with entrepreneurial orientation and exports in the pharmaceutical industry plays a mediating role.
5. Innovation performance in relation to entrepreneurial orientation and amount of exports in pharmaceutical industry plays a mediating role.
6. Entrepreneurial orientation with the role of innovation performance has significant positive impact on exports in pharmaceutical industry of Darou Pakhsh company.
7. Entrepreneurial orientation with respect to mediating role of service training has a significant positive impact on exports in the pharmaceutical industry of Darou Pakhsh company.

Research Methodology

The method of collecting of information In this research has been library, this means that by referring to books, articles and theses related to research and also with the help of websites and news articles on the Internet, contents are collected. Based on objective, researches to basic and applied research are divided. The method used in the this research based on field - descriptive method, and in terms of purpose, is part of Applied Research. For the purposes in this study, the field method is used. In this study, for collecting data and data analysis of the questionnaire will be used. For the preparation and design of the questionnaire in addition to secondary sources means use of existing resources, a questionnaire will be collected as primary sources of information. Then the questionnaire will given the people associated with the production and export of drugs at Darou Pakhsh company and will gather the required information.

In this study describing the data is presented. Then of correlation analysis to assess the presence a significant relationship between the dependent and independent variables will be used. Correlation analysis is statistical tool that is used to evaluate the relationship between two quantitative variables. It is also used for the analysis of LISREL software.

Variables

Entrepreneurial Orientation

Although various studies have been proposed for many aspects of entrepreneurship, but so far there is no consensus among scholars for the most acceptable definition or approach on entrepreneurial orientation. While the debate around this theme that what is constitutes entrepreneurship are continuing, it seems, there are a reasonable compromise to explain the entrepreneurial orientation of Kevin and Slevin (1991), based on the forefront of innovation and willingness to Risk Taking. This variable uses 9 options and 7 criteria by Covin and Slevin suggested, is measured. This measure in the various experimental studies, such as Escriba *et al.*, 2008, and Green *et al.*, 2008, has been used.

The Potential of Organizational Learning

Corporate training as managerial and organizational features or factors that facilitate the organizational learning process or as allowing an organization to learn is defined. This variable is based on fourteen item and 7 scale that includes five different levels in accordance with previous literature include: experimentation, risk-taking, interaction with the external environment, dialogue and participatory decision-making can be measured.

Innovation Performance

Innovation performance within the meaning of limited exploration results presented to the market for example the introduction of new products. Innovation performance is as a structure with three different

Research Article

dimensions of the product, the effect of process innovation and productivity innovation. This aspect in the research of innovation Brown & Eisenhardt (1995) is widely discussed. OECD Oslo Manual described measurement scale for the assessment economic goal of product and process innovation. The efficiency of the innovation is the third dimension intended to measure innovation performance. This that the productivity innovation with cost and time can be involved in innovation projects is widely accepted.

Amount of Export

The extent of exports reflects the share of exports in total sales for a particular company. The amount of export of Darou Pakhsh company based on share of exports in total sales in this study will be calculated for This company.

CONCLUSION

The First Hypothesis Testing

Entrepreneurial orientation on exports in the pharmaceutical industry in Darou Pakhsh company has a significant positive impact.

$$H_0: \beta_i = 0$$

$$H_1: \beta_i \neq 0$$

H0: entrepreneurial orientation on the exports in pharmaceutical industry Darou Pakhsh company does not have significant positive impact.

H1: entrepreneurial orientation on the exports in pharmaceutical industry Darou Pakhsh Company has significant positive impact.

In testing the hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to test the third hypothesis. Figure 4-1 also shows significant coefficients and parameters obtained structural model of entrepreneurial orientation and the amount of export. The results are a significant factor when the amount of significance test of 96.1 is larger number and from number 96/1 is smaller. As can be seen significant factor of entrepreneurial orientation and amount of exports is equal to 6.04. Therefore structural model shows that entrepreneurial orientation on the exports in pharmaceutical industry Enterprises Darou Pakhsh has positive and meaningful impact. Also numbers in the Figure 4-2 show that variable of the entrepreneurial orientation to the amount of 0.49 on variable of the export has impact.

The Second Hypothesis Test

Innovation performance on the export of pharmaceutical industry in Darou Pakhsh company has a significant positive impact.

$$H_0: \beta_i = 0$$

$$H_1: \beta_i \neq 0$$

H0: innovation performance on the exports in pharmaceutical industry Darou Pakhsh company does not have significant positive impact.

H1: innovation performance on the exports in pharmaceutical industry Darou Pakhsh company has a significant positive impact.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to test the fourth hypothesis. Figure 4-1 Also shows a significant factor and parameters obtained structural model innovation performance and the level of exports. The result is a significant factor when the amount of significance test of number 96.1 is larger and from number 96/1 is smaller. As can be observed between innovation performance and the amount of export coefficient is equal to 5.77. Therefore structural model shows the innovation performance on the exports in pharmaceutical industry in Darou Pakhsh company has a significant positive impact. As well as numbers in Figure 4-2 indicate that the variable of innovation performance on the variable of exports in rate of 0.64 has effect.

The Third Hypothesis Testing

In-service training on the exports in pharmaceutical industry of Darou Pakhsh company has a significant positive impact.

Research Article

H0: $\beta_i = 0$

H1: $\beta_i \neq 0$

H0: in-service training on the exports in pharmaceutical industry Darou Pakhsh company does not have significant positive impact.

H1: in-service training on the exports in pharmaceutical industry of Darou Pakhsh company has a significant positive impact.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to the test five hypotheses. Figure 4-1 also shows a significant factor and parameters obtained structural model of in-service training and amount of exports. The results are a significant factor when the amount of significance test of number 96.1 is larger and from number -96/1 is smaller. As can be seen, a significant coefficient between service training and amount of exports is equal to 4.37. Therefore structural model shows, in-service training on the exports in pharmaceutical industry of Darou Pakhsh company has a significant positive impact. Also numbers in the Figure 4-2 show that the in-service training variable to amount of variable 0.38 is affecting exports.

The Fourth Hypothesis Testing

The In-service training organization in connection with the entrepreneurial orientation and amount of export in the pharmaceutical industry of Darou Pakhsh company has a positive effect.

H0: $\beta_i = 0$

H1: $\beta_i \neq 0$

H0: entrepreneurial orientation on the In-service training organization in the pharmaceutical industry Daroupakhsh Company doesn't have a significant positive impact.

H1: entrepreneurial orientation on the In-service training in the pharmaceutical industry and has a significant positive impact Daroupakhsh company.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to the test second hypotheses. Figure 4-1 also shows a significant factor and parameters obtained structural model of in-service training and the entrepreneurial orientation. The results are a significant factor when the amount of significance test of number 96.1 is larger and from number - 96/1 is smaller. As can be seen, a significant coefficient between the in- service training entrepreneurial orientation is equal to 5.69. Therefore structural model shows, entrepreneurial orientation on the in-service training in pharmaceutical industry of Darou Pakhsh company has a significant positive impact. Also numbers in the Figure 4-2 show that entrepreneurial orientation on variable to amount of variable 0.61 is affecting the in-service training.

The Fifth Hypothesis Test

Innovation performance on entrepreneurial orientation and exports in the pharmaceutical industry of Daroupakhsh company has a positive effect.

H₀: $\beta_i = 0$

H₁: $\beta_i \neq 0$

H0: entrepreneurial orientation on innovation performance in the pharmaceutical industry Daroupakhsh Company doesn't have a significant positive impact.

H1: entrepreneurial orientation on innovation performance in the pharmaceutical industry of Daroupakhsh Company has a significant positive impact.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to the test first hypotheses. Figure 4-1 also shows a significant factor and parameters obtained structural model of innovation performance and the entrepreneurial orientation. The results are a significant factor when the amount of significance test of number 96.1 is larger and from number - 96/1 is smaller.

As can be seen, a significant coefficient between innovation performance and entrepreneurial orientation is equal to 9.25. Therefore structural model shows, entrepreneurial orientation on innovation performance in pharmaceutical industry of Darou Pakhsh company has a significant positive impact. Also numbers in

Research Article

the Figure 4-2 show that variable of the entrepreneurial orientation to amount of variable 0.63 is affecting innovation performance.

The Sixth Hypothesis Test

Entrepreneurial orientation with the modiator role of innovation performance has significant positive impact on exports in the pharmaceutical industry of Daroupakhsh Company.

$H_0: \beta_i = 0$

$H_1: \beta_i \neq 0$

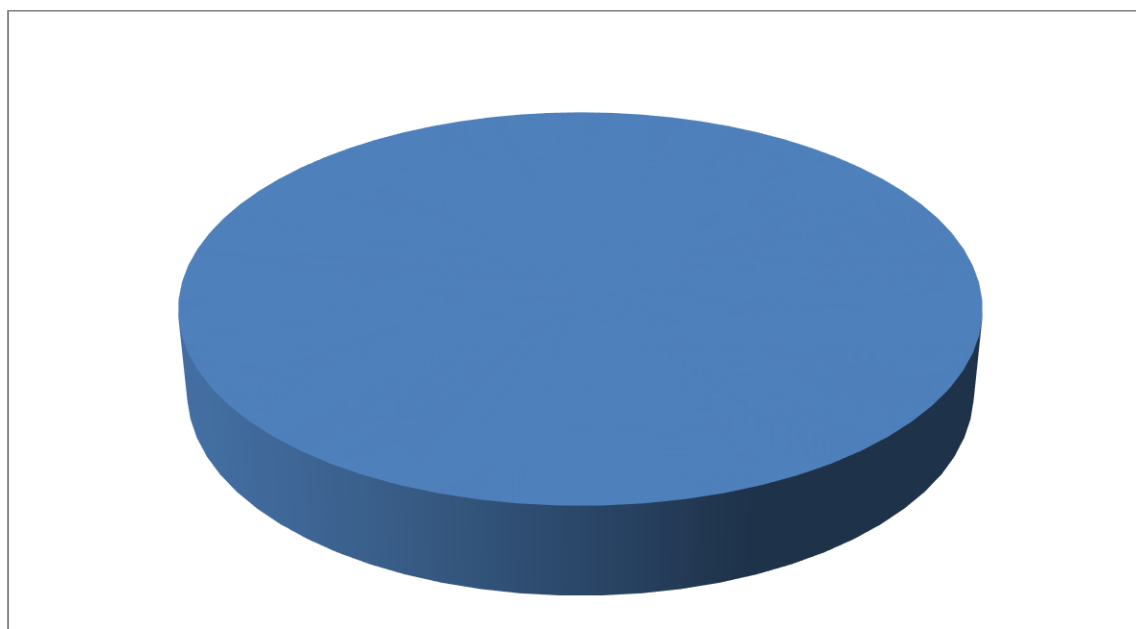
H_0 : entrepreneurial orientation with respect to modiator role of innovation performance on exports of the pharmaceutical industry Daroupakhsh Company doesn't have a significant positive impact.

H_1 : entrepreneurial orientation with respect to modiator role of innovation performance in the pharmaceutical industry of Daroupakhsh Company on exports of the pharmaceutical industry has a significant positive impact.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to the test first hypotheses. Figure 4-1 also shows a significant factor and parameters obtained structural model of entrepreneurial orientation with respect to modiator role of innovation performance and the exports. The results are a significant factor when the amount of significance test of number 96.1 is larger and from number - 96/1 is smaller. As can be seen, a significant coefficient between entrepreneurial orientation with respect to role of innovation performance and the exports is equal to 53.37. Therefore structural model shows, entrepreneurial orientation with respect to role of innovation performance on the exports in pharmaceutical industry of Darou Pakhsh Company has a significant positive impact. Also numbers in the Figure 4-2 show that variable of the entrepreneurial orientation with respect to the modiator role of innovation performance is affecting on the exports. In result, with respect to the results obtained, we can see that effect indirect is more than direct effect so the modiator role of innovation performance is accepted.

Table 4.1: Distribution of respondents by gender

Gender	Abundance	Abundance percent
male	105	100
Sum	105	100



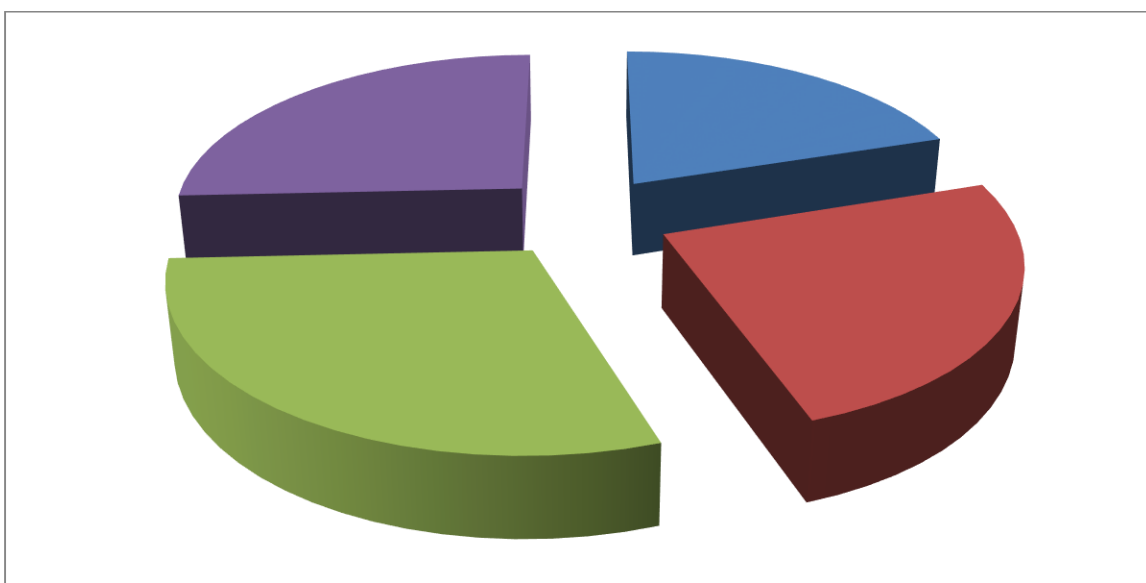
Blue: male

Figure 4-1: Distribution of respondents by gender

Research Article

Table 4.2: Distribution of respondents according to education level

Education	Abundance	Abundance percent
BS	21	20.0
MA	26	24.8
Ph.D	31	29.5
Specialized doctor	27	25.7
Sum	105	100



Red: MA Green: Ph.d Blue: BS Violet: Specialized doctor

Figure 4-2: Distribution of respondents according to education level

The Seventh Hypothesis Test

Entrepreneurial orientation with the modiator role of the in-service training has significant positive impact on exports in the pharmaceutical industry of Daroupakhsh company.

$H_0: \beta_i = 0$

$H_1: \beta_i \neq 0$

H_0 : entrepreneurial orientation with respect to modiator role of the in-service training on exports of the pharmaceutical industry Daroupakhsh company doesn't have a significant positive impact.

H_1 : entrepreneurial orientation with respect to modiator role the in-service training in the pharmaceutical industry of Daroupakhsh company on exports of the pharmaceutical industry has a significant positive impact.

In testing the desired hypothesis using structural equation modeling, first output of the software indicates that the structural model is fitted to the test first hypotheses. Figure 4-1 also shows a significant factor and parameters obtained structural model of entrepreneurial orientation with respect to modiator role the in-service training and exports. The results are a significant factor when the amount of significance test of number 96.1 is larger and from number - 96/1 is smaller. As can be seen, a significant coefficient between entrepreneurial orientation with respect to modiator role the in-service training and exports is equal to 53.37. Therefore structural model shows, entrepreneurial orientation with respect to modiator role the in-service training and exports in pharmaceutical industry of Darou Pakhsh company has a significant positive impact. Also numbers in the Figure 4-2 show that variable of entrepreneurial orientation with respect to modiator role the in-service training is affecting on the exports. In result, with respect to the results obtained, we can see that effect indirect is more than direct effect, so the modiator role of the in-service training on exports is accepted.

Research Article

Conclusion

The aim of this study was to evaluate the effect of entrepreneurial orientation and export orientation on the country's exports in the pharmaceutical industry. In order to achieve this target number of 105 distribution centers and sales managers of pharmaceutical companies as a stratified random sample were selected.

And then the related questionnaires, means questionnaire entrepreneurial orientation Kevin and Slavin, innovative behavior questionnaire (Counter) was available to them to respond to it. And after run according to hypotheses of the study and to achieve the objectives of the research and analysis of data, descriptive and inferential statistics such as the frequency of the frequency characteristics, frequency percentile cumulative measure of central tendency such as mean, median and Facade, scattering parameters such as standard deviation and variance, charts, using analytical tests and SEM attempted to test the validity of hypotheses, and these overall results have been obtained.

1. Entrepreneurial orientation on the export of pharmaceutical industry has a positive and significant impact.
2. Innovation performance on the export of pharmaceutical industry of Daroupakhsh Enterprises has positive and significant impact, this impact on the amount of exports compared to the previous item is more.
3. The in-service training on the export of pharmaceutical industry of Daroupakhsh Enterprises has positive impact and effects of training on the export compared to two previous items are less.
4. Entrepreneurial orientation on the In - service training in the pharmaceutical industry in Daroupakhsh company has a significant positive impact and this amount is over 50 percent.
5. Entrepreneurial orientation on innovation performance in the pharmaceutical industry of Daroupakhsh Company has a significant positive impact. And this effect is above 50 percent.
6. As a result, given the role of mediator of entrepreneurial orientation with innovation performance has significantly positive impact on exports in the pharmaceutical industry of Daroupakhsh Company.
7. As a result, entrepreneurial orientation with respect to the role of mediator the in - service training has a significant positive impact on exports in the pharmaceutical industry of Daroupakhsh company.

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Research Article

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