The effective factor on meat chicken export performance with considering the role of severity modifiers and export involvement (case study: Tehran)

Behzad Hedayatpour Afshari *
Department of Management, Buin-Zahra Branch, Islamic Azad University, Qazvin, Iran
behzad1101365@yahoo.com

Shabnam Bidarian
Department Management, Safadasht Branch, Islamic Azad University, Tehran, Iran.
Dr.bidarian@gmail.com
*corresponding Author

Abstract

This study has done by considering the purpose of effective factors on meat chicken export performance with considering the severity modifiers and export involvement (case study: Tehran). This study is practical descriptive and measure mental. The recent study's population is all managers and experts of trans union of Iran chicken poultries that they were (364). Also by using Morgan table 180 people were determined and used tools in this study were research made questionnaire that their validity was measured by advisor and professional in this field and its durability was determined in a basic study by using and Koronbakh (0.852). For investigating along the research question, the mono sample t-test was used for investigation the research question, and the data type and volume to extent of need, the Lisrel software was used. According to this researches main hypothesis, we observe that the meaningful level is less than 0.05 according to upper table results and also the static of t-test is more than 1.69 so form static point of view the export involvement average difference is with the middle meaningful level and it is more than medium level with a mount of 1.231, in other word the export involvement is in high level.

Keywords: export performance, severity of export, export involvement, chicken farm.
Introduction

Export plays an important role in country economical development. The condition analysis of 41 countries between 1963 to 1985 showed by global bank. Economical performance of countries with extroverted economy, was better than countries with introverted in all fields (global bank, 1987). In agency level, export generated the growth and development opportunities for firms. With developing the availability level to foreign markets, the firm can reach to products higher level. This decreases the single finished price and getting to higher profit rate.

Export generates the markets diversity opportunities for firms. Because of export importance, governments support the firms export activities with using incentives and supportive programs, that they are popular of promotion programs. The purpose of these services and attempts is helping active firms, encourage the export in economical field for beginning or continuing the international export activities. One group of these programs provide the export and commercial information for firms, some of them provide to generate or increase firms motivation for exports the important part includes financial and operational supports (such as export financial procurement, export insurance, export transportation training, export marketing, performing the foreign commercial missions, generating the commercial relationships with foreign traders) (Fransis et al., 2004).

1. If it is accepted that all nonoil products is one of the most important and effective way, to manage the country economical condition, it is considered as an actional factor for patternizing the countries that continue the progress way with success along with regular programming (Nagafi Majd, 2008).

Export is one of the most important parts of each country economy. Instanting the goods and services are the most important resources to provide country’s currency income and make the live and active economy in the world (Dehyadegari, 2004). What become appeared in recent decades more than before, is business internationalization and firms turns to global markets (Album et al., 2004). 2. Getting the high level of export performance is a big challenge, because the physical distance and cultural difference among business, trade counterparts, have generated the different competitive condition (Leonidou et al., 2014)/(Risla et al., 2007) in this situation nearly all firms are confront with this phenomenon without paying attention to size, the active industry or nationality and they found that there won't be any selection of lack of activity in global markets any more (Binshan & Walton, 1998). Export considers as an important factor in firms life and its continuous growth. So leotid and katsikeas (2010) said that export performance allocate the most research volume in the field of export topics. In globalization era, countries dependency as increase through international trade. Export is one of the used tools has an undeniable role in economical growth and employment in different countries in international trade. Export as an incentive motor for economical growth is a complicate phenomenon dependent to many factors. Recognizing these factors, the way and influence amount of each one on export provides the necessary bed for improving and developing in export performance. Improving the export performance will lead to production stability and constant employment in country level. The series of these factors will result in economical growth and permanent development of different production parts in country. The dependency level of a firm to export.
markets and its source in these markets define under title of export involvement. According to increasing the competition in export markets investigation role of export involvement in export firms performance have the most importance in generation the stability in export and its increase. Also the export firms survival depends on their involvement amount/level in market. On the other hand, most of theoreticians believed that for export development in each country, one of the necessary actions are recognizing the relative advantages useful industry and investment on production development and this industry’s export (Dehyadegari, Fathi, 2004). The purpose of this study is investigation the capability of markets on export performance improvement of meat chicken exporter’s by making better export strategy. By measuring the amount of chicken imports by neighbor countries, there is a market with 2mlions tones export for country poultry industry, and this is in away that Iran has a less share in this market. Now, nonmeat chick farms with 57% empty capacity and meat chicken farms with 20% empty capacity are trying hard. Today in chicken meat production Iran's performance is about 74% of Turkey, it means casualties of Iran's mean chicken casualties are nearly more than Turkey. Chicken incubation in chicken-meat industry confronted a growth of 700% from the beginning of Islamic republic up to now, but at the moment 19% of chicken-meat breeding farms and 20% of oviparous chicken breeding farms becomes semi shutdown. Most important expectation of this industry are export tax deleted, considering export prizes, generating import tariff for chicken and egg and government financial support from damaged chicken farm units.

Research theoretical base

Export performance

Export performance is the level that the firm reaches to its goals in time of its product export in foreign market (Navarro et al, 2010). The study of export performance refer to 1960 decade. Toki (1964) recognizes the related factor with success in export for the first time. Export performance is a result of organizational operation that include firms internal and external goals and accomplishments. Here, export performance defines as getting organizational goals and in that product and markets development that will lead to reach profitability for firm. The firm’s success amount in export field can be evaluated with export performance. For determining the export performance, there are 3 different financial, in financial and integrated factors. Factors such as sale, profit and growth are financial factors and criteria such as accomplishment, satisfaction, reaching goals are in financial factors. Integrated factors are based on different kinds of performance criteria. The export performance is accomplished from agency goals (includes procedural & economical goal) for exporting one product through decision making & performing performance marketing procedures (Cavusgil s., &Zou 1994). Also, export performance has different aspects that one index or factor can't explain it. Walker & Ruokert (1987) suggested that relationship and importance of performance aspects are different among various beneficiaries (investors, employees and customers) and it depends on this fact that the concentration is on long term or short term. The researchers highlighted 3 main aspect of performance, first effectiveness in the field of product and agency programs in front of competitors. The sings such as sale growth can show the effectiveness. The second aspect is efficiency that concentrates on business outputs in comparison to its inputs. Profitability is a main index that shows this aspect. Third
aspect is adaptability, it means that how business / trade answer to condition changes and environmental opportunity (Walker & Ruokert, 1987). Investigating the export marketing history shows that export performance studies divided in 2 big parts: People who are exporter people and who don’t export (Cavusgil & Nevin 1981, Gongoo Given 1989). Group of studies talk about studying the exporters non exporters behavior. Generally these researches determining the variables that stimulated the export activities. The usual criterions in these researches, are categorizing the people who are exporters or not based on tendency to export, getting involved in export and its severity. The second group include researches that concentrate on getting exporters to financial and procedural goals. The most common performance financial criterions are: Export sale level, export severity and export Profitability (Katsikeas, Leonidou & Morgan 2000). The researches also focus on getting procedural purposes like market share, competition position and ... recently (Cavusgil & Zou, 1994 and Styles et al, 2008). The complication of export success pretend the usage in series of criterions (Biji molt & Zevart, 1994; Medson, 1989). Also multi dimension criterion are more correct they have less measurement errors through single dimension criterions (Cherchile 1979). Though, using these multiple criterion are increasing (Biji molt & Zevart, 1994; Medson, 1989; Cavusgil & Zou, 1994; Remond, Kim & Shao, 2001; Wong & Olsen, 2002).

Organization capability:

Based on Leonard Barton's opinion (1992), organizational capabilities are the series of separated knowledge that cause competition advantages for an organization. This shows that knowledge is a main organizational incentives which can develop the organizational capabilities. In other definition, the organizational capabilities are the organization's knowledge-based series that get the structure and workforce profession from organization competitive advantages. By innovation and acquire flexibility by procedural goals counterbalance. The organizational capabilities includes 3 fields strategic orientation, organizational structure, knowledge. The interaction between 3 upper fields shows the organizational force system & its process. Based on Leonard's view (1995). The core of organizational capabilities include 3 blocks: people's skill, positioned knowledge in physical system, management systems & organizational models that are supported & strengthened believes that by knowledge growth. Collis (1994), believes that competitive advantage roots from organizational capabilities, it is series of complicated activities that determine the firm's efficiency in exchanging the inputs to outputs. They are improving continuously. Ulrich (1987), believes that permanent competitive advantage, is firm's ability in producing products and unique valuable service that can't be copied easily, and can't reach it in long term with traditional tools. Firms that should try to produce with low costs, they must preserve their efficiency and have innovation and also can develop their organizational capabilities. He defines the organizational capabilities as the <<organization's capacity in changing & adapting with financial, strategic & technological changes>>. Shulman (1992) points to this fact that 1980 decade focus on competitive advantage he knows the ability of quick provision of products in market, on time production, quick replay to customer's complaints and organizational alertness according to time aspect as different aspect which are generated competitive advantage. He explains the competition-based on capabilities, that includes good coordination of business process & organizational practices. Totally, capability defines as the

http://www.ijhcs.com/index.php/ijhcs/index
firm capacity in utilizing sources, integrating them, and using organizational process to reach the
needed goals. Based on information, they are special firm's tangible or intangible process and
they generated by complicated interactions among firm's resources. Capacities are usually in
practical fields such as complete commercial management in marketing or combination of
physical, human and technological resources in firm's level.

Finally, it's possible that firms generate the capabilities in services with high trust, repetitive
process or product's innovation, manufacture flexibility product development cycles
(Prim & Batler, 2001).

**Marketing capabilities:**

Marketing capabilities is an integrated process that all firms use tangible and intangible sources
to understand the complication of customer's particular needs, getting to a relative difference in
products for competitive priority and at last reaching suitable quality. According to Vorhies et al
(1999) and Day (1993), the marketing capabilities and the integrated and cohesive that are
designed for utilizing the group skills, knowledge and firm's resources, it leads to recognizing
the markets needs and improves goods value and firm's services and the firm is able to
coordinate itself with market's changeable condition by these capabilities for confronting with
the opportunities for confronting with the competitive threads. Marketing capabilities shows the
form's special abilities in recognizing the target markets, strategies and developing market's
mixes that preserve the relationship with legal customers (Morgan et al, 2009). When a company
can develop its marketing capabilities that has an ability to combine the individual skills and
employee's knowledge with available resources (Vorhies & Morgan, 2005).

**Distribution capabilities:**

Same as promotion capability, the distribution capability are different in various industries.

It is expected firms like all companies that uses direct delivery for direct products sale to
consumer, have less capabilities in distribution channel, instead, it is expected that the firms
that use mediator channel between firm and final consumers of products, need developed
capabilities of channel the market-based companies that have a better relations with distribution
channel members because market-based firms use distribution channel as a tool to support
ultimate consumer's needs, because distributors and retailers who sell the product to final
consumers, control the important variable like good delivery time to consumers and empty
spaces in markets. Distribution capability has 2 big functions and performance: 1) market sensor
ship 2) customer's services

Although these capabilities have different forms through industry, distribution channel, and type
of product. In many companies the personal sale programs are considered as a base for
communication and exchanging with customers.

In other industries, the advertisement attempts that targeted the ultimate consumers, depend on
commercials and sale promotion and personal sale that plays supportive role in distribution
channel (Vorhies et al, 1998).
Done studied:

Internal studies

In a study that is Done by (Kerbasi & Tohidi 2015), under the title of effective factors on pistachio export, it's result shows that advice to the competition without price in short term and the effect of price strategy in long term on pistachio export. Expert price, foreign exchange rate and gross production are investigated in this research, Heidari & Biglari (2015) which is done with the title: structural sample for relationship between market-base, competitive advantage and expert performance, case study: the firms which are located in Sanandaj industrial small town the results of this study shows that the competitive advantage influences the expert performance. Bahreini et al (2014) in a research with the title of recognizing and evaluating the effective factors on expert performance: In Booshehr export companies result of this study shows that the export knowledge variable, using information and communication technologies, entrepreneurship-orientation, market-orientation and strategic flexibility directly influence the strategy-orientation and indirectly the expert performance. In a study under the title of investigating the effect of marketing capabilities on organization’s performance, the service and production firms are compared by Babayi Zakilaki and Ork (2013), this study's result shows that the marketing capability has a meaningful positive relationship with organizational performance and in bank industry, the hardest relationship is between innovation capability and organizational performance. Shortly it can be said that, managers can bring efficiencies for their organization with developing marketing capabilities that can't be simulatable by competitors and generate the extra value for their business. Trade also investigating the effect of 2 variables such as organization size and life on the relationship between marketing capabilities and organization performance, the results showed the loss of meaningful relationship. This result shows that marketing capabilities in each step of organizational life, and with each size can be the source of competitive advantage and it improves the performance.

Foreign studies:

In a research which done with the title of competitive marketing capabilities level in export performance by Ten (2015), the frameworks designed on competitive advantages theory in new framework for progressing export performance in this study competitive advantages are defined in 4 aspects 1) pricing 2) ability to product development 3) ability to distribute 4) ability to improve progress and finally the role of competitive advantages in each one's and export performance were investigated. The result shows that competitive advantages in all aspects performance are effective except distribution, Altron and Tondoran (2015) in a research which is titled: export performance development, commitment and environmental communication, this study investigates commitment effect and environmental communication from customer's point of view on export performance. The results of this study showed that commitment and environmental communication don't have any meaningful effect influence on export performance. Antonio et al (2015) investigated the study which in named public model of export performance. This research explains the correctness of relationship between human resources, competitive environment, export commitment, strategic behavior and export performance. This study certified that how these relationships depend on export department existence in international
organizations. Erdil (2014), in this research which is titled the role of foreign communication quality on export performance by using the results from received regression analysis that the foreign communications quality has a positive and meaningful influence on export performance.

**Research conceptual model:**

![Organization capabilities diagram]

**Research hypothesis:**

Organization capabilities affects export performance.

Improvement capabilities affects export performance.

Innovation capabilities affects export performance.

Production capabilities affects export performance.

Resource allocation capabilities affects export performance.

Strategic capabilities affects export performance.

Cultural capabilities affects export performance.

Learning capabilities affects export performance.

http://www.ijhcs.com/index.php/ijhcs/index
Distribution capabilities affects export performance.

Export involvement modulates the effect of organizational capability on export performance.

Export intending modulates the effect of organizational capability on export performance.

**Research Methodology:**

As the recent research follows investigating effective factors on chicken-meat Export performance by considering the modulator roles of export intensity and involvement and in other word practical knowledge application were investigated, it can be said this research is an applicable research from purpose point of view, and in research design field it's a descriptive and geodesic research. The data collection is questionnaire. This study's population are 364 people of managers and experts of Tehran meat aviculture global union.

So, as the population is wide, it is possible that some of expert and manager don't cooperate among population by using Morgan table, the sample 180 was selected and the questionnaire has distributed among society people simple and randomly.

**Measuring stability /validity**

The questionnaire ‘s validity of recent research determined and certified by using experts, masters, advisors, counsellor’s opinions. For investigating the stability Coronbakh method was used that equaled %802 .According to the last number that is more that .0.7 % so the stability of questionnaire is acceptable.

**Research data analysis**

Processing the data resulted from questionnaire, done by using SPSS &PLS statistic softwares. The result are provided with table, figure and analysis shortly. First by using descriptive statistic the short anthropological data and way of peoples answering to considered questionnaire we're investigated and then it explained in perceptive statistic part by using suitable statistic method of hypothesis tests. In perceptive part, first kolonograh-Spirinoph test was used to investigate the state of data normality and then using T- test for structural equation model.

**Descriptive statistic:**

First investigate the descriptive information of replier population based on sex, age, education level, that the most abundance include 66% which is related to men and 34% that is for women that most of replier’s age are between 30-40 andso the most abundance equals 56/36% which is related to employees with S.A degree and also the most abundance equals 51/75% which is related to employees with job experience with age between 5-10.

2-6 - Before testing research hypothesis, the data normality should be investigated to understand this issue that can parameter tests be used or not?. According to the meaningful level that is more than 5% for each nine variable, in confidence level 95% and the normality hypothesis of
mentioned population’s distribution doesn't reject, so we can use parameter tests for testing these variables.

**Investigating the normality of data**

<table>
<thead>
<tr>
<th>Index</th>
<th>Kolomograph amount</th>
<th>Sample volume</th>
<th>Sig</th>
<th>Error possibility level</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Export performance</td>
<td>1.282</td>
<td>180</td>
<td>0.075</td>
<td>0.5</td>
<td>normal</td>
</tr>
<tr>
<td>Export intensity</td>
<td>0.849</td>
<td>180</td>
<td>0.467</td>
<td>0.5</td>
<td>normal</td>
</tr>
<tr>
<td>Export innovation</td>
<td>1.205</td>
<td>180</td>
<td>0.110</td>
<td>0.5</td>
<td>normal</td>
</tr>
</tbody>
</table>

Investigating the data normality using Kolomograph-Smirnoph. According to the meaningful level amount that is more than 0.05 for each nine variables in confidence level 0.95 the normality hypothesis of mentioned population distribution doesn’t reject. So parameter tests were used by testing these variable.

**Measuring the export involvement level by using independent t-test**

Table (2-6) Measuring the Export involvement degree

<table>
<thead>
<tr>
<th>Safety distance</th>
<th>Average difference</th>
<th>Meaningful level</th>
<th>Freedom degree</th>
<th>T criteria</th>
<th>Average</th>
<th>variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-231</td>
<td>0-000</td>
<td>179</td>
<td>5-139</td>
<td>4-231</td>
<td>Export involvement</td>
<td></td>
</tr>
</tbody>
</table>

According to the upper table results, we observe that the meaningful level is less than 0.05 and also t-test statistics are more than 1.96 so the average difference of export involvement is with medium meaningful level, and equal 1.0231 it is more than medium level, in other word the export involvement is in the high level.

**Measuring the export performance level by using independent t-test**

<table>
<thead>
<tr>
<th>Safety difference</th>
<th>Average difference</th>
<th>Meaningful level</th>
<th>Freedom degree</th>
<th>T criteria</th>
<th>Average</th>
<th>variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-642</td>
<td>0-0.03</td>
<td>179</td>
<td>0.094</td>
<td>3-642</td>
<td>Export</td>
<td></td>
</tr>
</tbody>
</table>
According to the results table, we see that the significance level of less than 0.05, and the absolute value of t test statistic is greater than 1.96 So statistically significant with an average level of export performance, and the average export performance to the average level is 0.642, in other words export performance has been a high level.

**Measuring the intensity export level by using independent t-test :**

To know, Is this export intensity level medium or not? According to normality of data we use independent t-test. This test result are observing in the following tabl

Table (4-6): Measuring the intensity export level.

<table>
<thead>
<tr>
<th>Safety distance</th>
<th>Average differences</th>
<th>Meaningful level</th>
<th>Freedom degree</th>
<th>T criteria variable</th>
<th>average</th>
<th>variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-882</td>
<td>0-000</td>
<td>179</td>
<td>5-27</td>
<td>3-882</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

According to the table results we observe that the meaningful level is less than 0.05 and also the absolute of t-test criteria is more than 1.96 so from statistic point of view the export intensity is in medium meaningful level, and the average of export intensity is 0.882 and more than medium level, in other word the export intensity is at high level.

**Structural Model Test**

Research model by using Lisrel structural equations

The resulted model by using Lisrel software is such as below:
Figure (1-6). The main research model in measuring standard coefficients

The structural equations model shows the measuring state of standard coefficients. All this model’s variables are changing to 2 groups.

The visible or observed (rectangle) variables are those variables which are measuring by a researcher. Although the Maknon (oral) or invisible variables aren’t measuring directly, but they are measuring and comprehending based on the relationship and interconnections between variables. Maknon variables are expressing some theoretical structure same as abstractive concepts which aren’t visible directly and they make and observe by other visible variables. Maknon variables are categorized in 2 groups of variables -22 (input variables) or 23 flow receiver & 24 exogenous or 25 give flow variables. Each variable in structural equation model system can consider as an innate and also exogenous variables. Innate variable is a kind of variable that is influenced by other existing variables in a model. Beside that, exogenous variable is a variable that doesn’t receive any effect from other existing variables in a model. It is influencing itself. In this model the export performance is a dependent variable and the rest of variables are independent. In this figure the numbers and coefficients are categorizing in 2 groups. Based on factor volume, the index that has the most factor volume has the most share in measuring the related variable and the index which has small coefficient has less share in measuring related structure.

Structural model test:
Figure (2-6) Structural equation model in a meaningful state

The Figure of structural equation model shows the research in a meaningful state (t-value). In fact, this model tests all the measurement equations (factor volumes) and structural equations by using t-criteria. Based on this model, all path coefficients and factor volumes in a standard state in safety level %95 is meaningful. If the amount of criteria (t) is out of (-1.96 to +1.96), the model in meaningful state, shows that all factor volumes in safety level %95 are meaningful. The measured amount of (t) for each of factor volumes shows Structure or its invisible variable which is higher than 1.96. Also, the compatibility of questionnaire questions shows the measuring concept in this valid at level. In fact, the upper table results shows that what researcher proposed to measure them by questionnaire question is studied by this tool. So the relationship between structures & invisible variables are documented. To show that How much are these resulted amounts are matched to existing realities in the model, the fitting indexes should be studied.

Model interpretation and explanation

Table 5-6 table of structural equation interpretation and explanation table

<table>
<thead>
<tr>
<th>The name of index</th>
<th>Main estimation</th>
<th>Allowed limitation</th>
</tr>
</thead>
<tbody>
<tr>
<td>K2 on freedom degree</td>
<td>2.87</td>
<td>Less than three</td>
</tr>
<tr>
<td>GFI(fitness goodness)</td>
<td>0.94</td>
<td>Less than three</td>
</tr>
<tr>
<td>RMSEA(the root of average error estimation)</td>
<td>0.30</td>
<td>Less than nine</td>
</tr>
<tr>
<td>CFI(balanced line)</td>
<td>0.94</td>
<td>more than nine</td>
</tr>
<tr>
<td>NFI(softed line)</td>
<td>0.95</td>
<td>more than nine</td>
</tr>
<tr>
<td>NNFI(unsofted line)</td>
<td>0.96</td>
<td>more than nine</td>
</tr>
<tr>
<td>IFI(increasing line)</td>
<td>0.92</td>
<td>more than nine</td>
</tr>
</tbody>
</table>

path coefficients, t – criteria research hypothesis result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Factor Path (β)</th>
<th>T-statistic</th>
<th>Factor Determination</th>
<th>Level meaningful</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

http://www.ijhcs.com/index.php/ijhcs/index Page 2389
<table>
<thead>
<tr>
<th>Organization capabilities affects export performance.</th>
<th>0.37</th>
<th>2.625</th>
<th>0.790</th>
<th>&lt;0.05</th>
<th>Accepted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement capabilities affects export performance.</td>
<td>0.34</td>
<td>3.705</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Innovation capabilities affects export performance.</td>
<td>0.16</td>
<td>2.71</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Production capabilities affects export performance.</td>
<td>0.26</td>
<td>3.175</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Resource allocation capabilities affects export performance.</td>
<td>0.48</td>
<td>3.035</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Strategic capabilities affects export performance.</td>
<td>0.34</td>
<td>2.69</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Cultural capabilities affects export performance.</td>
<td>0.48</td>
<td>2.99</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
<tr>
<td>Learning capabilities affects export performance.</td>
<td>0.36</td>
<td>2.95</td>
<td>0.790</td>
<td>&lt;0.05</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
Distribution capabilities affects export performance. 0.37 3.01 0.790 <0.05 Accepted

Export involvement modulates the effect of organizational capability on export performance. 0.48 4.46 0.790 <0.05 Accepted

Export intending modulates the effect of organizational capability on export performance. 0.42 5.06 0.790 <0.05 Accepted

Generally in using Lisrel programs, each of resulted indexes for model isn’t complete model reason.

And in some resources for criteria (K2) to its freedom degree, this amount, under 3 is acceptable that this research model, this 2/87 has measured.

GFI factor shows the amount of comparative variances & covariances that explained and expressed by model. This factor is between zero till one, no matter this her to 1, the model fitness goodness with observed data is more. The reported GFI for model is %94. The second root of wastes square average means the difference between observed matrix elements in sample group and estimated matrix elements in by hypothesis of being a correct model.

For investigating this issue that one special model acts good to what extent in comparison with other possible models from expressing the series of observed data. From softed index amounts of fitness (NFI), unsofted index fitness (NNFI), Increasing fitness index (IFI) and coordinated fitness index (CFI) here used.

The amounts of about %9 of these indexes show that the suitable line of designed model is in comparison with other possible model com bin the fitness & economizing, the powered index of second root was estimated and approximate error variance (RMSEA) had used. In this study this is estimated for research model (%30).
In a way that line characteristics in above table & model so all of this research data with factor structure & research theoretical infrastructure have a suitable fitness and this shows suitability of question with theoretical structures.

Table(6 - 6) path coefficients, t-criteria, and results of research hypothesis, R – square amount shows that to what extent all investigated factors influence the orientation to organizational evolution the and how much these changes explain it. This coefficency for this model – 790 has reported. So the investigated factor explains %79 of dependent factor changes.

Research conclusions & obligations:

what is expressed as before the main goal/Purpose of this study is investigating the effective factors on meat – chicken export performance by considering the role of intensity and involvement mediators. The research result shows that the export company's purpose is goods supply to foreign markets, acquiring the time. Company success percentage in export affairs can be evaluated by export performance. Also new accomplishments & success in business, for example improving export performance depends on using innovative capabilities in industry, so because of export importance, government usually support company’s export activities by utilizing incentives and supportive programs that are popular as promotion programs. These services & attempts helping active companies to encourage export in an economical area for starting or continuing the export international activities. Reviewing the history of export marketing shows that export performance studies are divided in 2 groups: exporters and people who aren’t exporters. Generally purpose of the researches is determining the variables that simulate the export activities. Also, according to export role in economical growth of country, paying attention to export growth strategies & supersede the imports are necessary. The results of investigating the researches shows that competitive excellence in markets can accrue by positive and effective on future performances. For developing international marketing, knowledge Growth about company’s competitive condition aspects in foreign markets and their penetration in export performance are so vital. The previous researches Series about export performance focus on series contradictory variables. So it is necessary to decrease the amount of manager’s penetration by a suitable method on gap between difference & developing the conceptual model, based on competitive advantages in export performances.

Research limitations:

The limitations out of the researcher’s control

1) The customers who aren’t familiar with some of export performance concept that bring up some question in this field.
2) The subject difference in terms of economical, cultural, social and scientific conditions that existence of these differences is also out of researcher’s control, that can influences the study’s results.
3) Lack of same research that researcher confronts some limitations in codifying & the theoretical foundations.
4) Not answering the researcher’s to research’s questions.
Limitations in researcher’s control

1) The recent unique research information about research- Made questionnaire, according to this research the self-reporting for data gathering was used.

2) According to this issue, this research is limited to aviculture company, generalizing it in other organizations and other country’s cities should be formed.

Research Future recommendations

1) It is suggested that in future researches this study issue is performing about other companies and its results is comparing with recent research results.

2) It is suggested that future researches of this study topic are performing in other cities, and its result compares with recent research results.
References

Global bank, 1987 the analysis of 41 countries between 1963-1985


Dehyadegari, Saeed, Fathi hefezniya, (2004), "investigating the realationship between cooperative advantage aspects and export performance of Iran decorating stones export firms", commercial research magazine


Heidari & Biglari in a research title "structural model for relationship between market-orientation Bahreinizade etal (2014) in a study title recognizing & evaluation of effective factors on export performance

Babai Zakilaki & Ork (2013) Investigating the effect of marketing capabilities on organization performance


