STUDY ON THE EFFECT OF AFFECTING FACTORS ON THE STONE EXPORT PERFORMANCE IN LORESTAN PROVINCE

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ABSTRACT
The main purpose of this research is to study the effect of affecting factors on the stone export performance in Lorestan province. Based on its purpose, it is an applied research and based on the method of data collection, it is a descriptive and correlative one. Statistical population of the research is 552 managers and staff of different organizations of Khorramabad: organization of industry, mine, and trade, organization of cooperation, labor, and social welfare, chamber of commerce. By the use of Kokaran formula, the statistical sampling volume changed into 226 persons through stratified random sampling. For collecting data, we used researcher-made questionnaires. For measuring data reliability, we used Cronbach alpha which is equal to 0.83. Also, in order to determine the reliability, we used the confirmatory factor analysis. Based on the confidence level of 0.95, research results showed that the following factors have positive effects on the stone export performance of Lorestan: size of company, export experience, foreign buyers, pricing, export channels, advertising, intensity of competition, technology, quality, packing, and brand. Also, state obstacles have negative effects on the stone export performance of Lorestan.

Keywords: Export performance, Objective features of company, Export marketing strategies, Environmental features, Side-features of the product.

Contribution/ Originality
In this study, Companies information have risen to the affecting factors on the stone export performance.

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1. INTRODUCTION

One of the most critical parts of every economy is the amount of export of that country. Exporting goods and services is considered as the most important source of providing foreign currency resources for the country. It also involves the active and lively pulse of the world economy. If it is agreed upon that non-oil export is the most important and effective way for improving the economy of the country, therefore, through imitating the patterns of developed countries and utilizing a suitable program, all countries can improve their economies. As we know oil resources in Iran are finite and based on the recent report of ministry of oil, these resources will be exhausted by 2095. For improving, developing the economy and employment, there is not any other way except improving and developing non-oil export performance. This fact can be changed into reality through interaction with global markets. Therefore, in order to do that, all the politicians should become familiar with its affecting factors. As a result they can improve and reinforce it when needed (Ghareche et al., 2011).

Exporting goods are considered as one of the most important indexes of development in developed countries. Iran, as a developing country, cannot merely rely on its vulnerable and mono-product economy of oil and, consequently, will not be able to play an influential role in the global economy and business. Therefore, in order to gain success in economic development, to establish a rational and dynamic relationship with foreign trade and to develop non-oil exports, it must coordinate its economy with global developments as soon as possible. There can be a bright perspective for Iran's stone industry by considering such factors as global zeal for using stone in the development projects, great amount of its demand and the existence of only a few stone producing countries. Iran is one of the few countries which has naturally so many precious mineral deposits. One of these mineral products is stone. Iran can be regarded as a country which has a great mineral capacity in decorative and façade stones (Ghorbani, 2002).

Because of our country’s increased interest in the global economy and developing non-oil export, export performance of companies is one of the key subjects of this domain. Stone industry has a great and special place among the non-oil export industries. Stone industry is one of the most important industries of Iran is the fourth major producer of the world’s stone.

Considering the rate of stone extraction, Lorestan province ranks second after Isfahan. Annually, near 3 million tons of different kinds of decorative and building stones are being extracted. They are used in different markets: a part of them is used in Lorestan province, some others in national markets and near 200 thousands tons of them are consumed in the markets of South East Asia, Europe and the countries of Persian Gulf region. So many Iraqi merchants are completely pleased with the durable and beautiful stone products of Lorestan, and this matter shows that Lorestan's stone industry has the capability of becoming globalized, and for developing it, Requires more attention on the stone export performance. There are so many producers of this industry in Lorestan. However, the proportion of their export to their production is low. This matter is due to several reasons which are related to their export performance. So, in this research, we have studied the main factors affecting on the stone export performance.