ABSTRACT
During recent years considering the development of product or service exports has been one of the factors for being successful in the performance of organizations. The purpose of current research was to survey the development of export performance through the independent variables of organizational innovation and entrepreneurial trends of companies considering the role of mediators of technological innovation and competitive advantage of organizations. The statistical population of current research consists of managers of food companies exporting companies in Tehran. This research is according to structural equations and for examining hypotheses data from 127 samples that has been surveyed by using Smart Plus software. The hypothesis test indicated that the model of current research is confirmed and the all relationships are positive and significant. The biggest impact is on Export Performance, a competitive advantage. The results of the research for managers revealed the fact that they not only do not lose the investment in innovation and entrepreneurial trends, but also they will gain a competitive advantage by improving export performance.

Keywords: innovation, export performance, competitive advantage

INTRODUCTION
Exports are one of the most necessary parts of each country's economy. Exports of goods and services are the most important source of foreign exchange earnings in the country, that can hold the pulse of the living and active economy of the world (Azar & Ciabuschi, 2016). Development in current section has attracted the attention of domestic and international executives for the domestic economic conditions that need lots of resources to move industries in various regions. And in terms of performance companies are one of the criteria for their success. The performance of each organization plays a significant role in the success of that organization, particularly when the organization enters into the exchange with markets and customers outside the national boundaries, Export Performance becomes particularly important to it, since the degree of infiltration, sustainability versus Competitors, profitability of the organization, etc. (Kafouros et al., 2008). So, organizations use every single factor to developing and promoting their performance, particularly for Export Performance. One of the effective methods in this process is the issue of innovation in organizations (Mehrban and Tayyebniya, 2013). Nowadays, many organizations and companies are facing with increasing, enduring and uncertain competition, which has been aggravated by innovation, changing market environments and changing customer needs, and given these technological and technological changes, successful and efficient organizations beside coordinating with the developments of today's society, they will be able to anticipate the path of changes and transformations in the future and be able to predict these changes in for creating the desired changes in order to build a better future (Islam & Sulaiman, 2011). Nowadays the ability of organizations to innovate has been considered as one of the
important factors of any country in economic growth and development. Innovation is one of the keys of production, competition, sustainability in the market, employment generation, etc. (Tejinder, 2010).

The current titles and content within innovation are mainly seen in terms of new technologies, but there is a kind of innovation that considered as a powerful tool for the organization, and that is called organizational innovation and marketing innovation which play important roles to ward reaching success for the organizations because these innovations arise from the inner and the essence of the organization and will meet more acceptance. Pino et al. (2016) have suggested two kinds of inner innovations including marketing innovation and organizational innovation. Marketing innovation contains new marketing techniques and procedures based on the target market and the activities and processes done within the organization, however organizational innovation revises the main activities of the organization, and thus point to the main organizational methods and strategies may lead to massive changes. Consequently, it is possible that this kind of innovation will make a huge difference to the performance of the organization, especially in Export Performance.

RESEARCH LITERATURE

Export Performance:

Many researchers believe that the performance of organization is a multi-dimensional factor and no specific criterion is enough for its evaluation (Parhisgar, Chad and Smith, 2010). Export Performance is one of the dimensions of performance measurement in organizations, which exchange materials or services within international markets. Using its resources and capabilities in an international position at a specific time, export performance is a reflector of the significant behavior of a company (Mosleh et al., 1395). Export Performance of a company is considered as one of the key indicators of the success of the company's export activities, which is being studied as an extent phenomenon (Beleska & Spasova, 2014). In other words, the export performance shows the extent to which a company achieves its goals (both economic and strategic) for exporting a product to external markets through planning and implementation of an export marketing strategy.

Export Performance is the momentum of economic growth of countries as well as an essential component of competitive advantage of organizations. As far as we know, there is no unit definition for Export Performance since conceptual definitions depend on the context in which the study is applied. Strategic Export Performance refers to the degree to which the organization has performed correctly to achieve its strategic goals; including improving competitive advantage, increasing market share, and strengthening the competitive position (Theingi & Purchase, 2011).

Organizational and technological innovations

Bethz defines innovation as a new or improved material, process or service production in the market (Martin et al., 2016). Schompeter describes all types of innovation including new products, new production methods, and new supply sources, exploitation of new markets and new routs of organizing business. Organizational innovation is the introduction of new organizational approaches to wards business management at the workplace or related to the external factors. Organizational innovation is currently one of the most important and sustainable sources of competitive advantage for companies (Mortazavi et al., 1395). Therefore, it is less known due to its specific nature and framework. Organizational innovation has been studied in many fields such as management/strategic, entrepreneurship and marketing.
In the age of knowledge economy and innovation, intangible assets have become the key sources of organizational competitive advantage.

This is especially important in the machinery industry for the rapid growth of technologies used in producing products. Knowledge and technology are gradually becoming a definition of strategic asset and a key source of creating competitive advantage for companies operating actively in these industries (He et al., 2013). That is, the companies develop distinctive products with their innovative technology to make profit from markets while successful technology innovation is based on the knowledge basis of the companies active in the industry. Technology is the main source of wealth (economic, political, cultural, and social). However, the entry of any new technology into society has its own potential and actual challenges and risks for which need to be addressed (Aghajani et al., 2013).

**Competitive advantage**

The concept of competitive advantage has a direct relation with the customer's desired values so that in the comparative spectrum, the more the values of an organization are delivered to close to or consistent with the customer's values the more advantages and merits is related to the competitive metrics of organization over its competitors (Day, 2011).

The competitive advantage includes a set of factors or capabilities that always enables the company to demonstrate better performance over its competitors. In other words, the competitive advantage is a factor or combination of factors that make the organization much more successful than other organizations in a competitive environment while the competitors cannot easily imitate it (Leonidou et al., 2011). Achieving a competitive advantage, therefore, an organization must also pay attention to its external situation and consider the internal capabilities. Creating a competitive advantage, two important points should be considered: First, this route is a sequential process that leads to excellent performance and competitive ability of the organization (Martin et al., 2016). That is, if an organization can create a competitive advantage based on its merits, which is valuable to its customers and continuously superior to its competitors, in fact it is actually remained a worthy performance and competitiveness (Felzensztein & Gimmon, 2014). Second, the competitive advantage is easily imitated by competitors or will be paled in the eyes of customers due to increased complexity of the environment and the intensity of competition, so it should be replaced with the new advantages. Accordingly, the organization must plan to find its competitive advantage (Martin et al., 2016). Creating and maintaining a competitive advantage requires competencies that apply values for customers rely on the organization's capabilities. The company's resources include assets, capabilities, organizational processes, information, knowledge, and so on, which manage their company to develop and implement value-added strategies. These resources can be seen in three tangible, intangible, and organizational capacities (Leonidou et al., 2011.)

**Entrepreneurial Trends**

Entrepreneurship is a very important topic that is seriously considered by many of developed and developing countries (Barreto, 2010). Meanwhile, one of the main subtitles of entrepreneurship is inner organizational entrepreneurship, which undoubtedly has a significant contribution to the success and excellence of organizations. In 1970, Collins and Moor were the pioneers who differentiated between independent, administrative and institutional entrepreneurs in their studies, proposed that new organizations have been emerged by independent entrepreneurs independently, while Administrative entrepreneurs create new organizations inside or parallel with existing corporate structures (Abioudun and Rosli, 2014). Schumpeter considers major entrepreneurial activities in the organization [corporate or institutional entrepreneurs] including developing new material and services, introducing new production methods, identifying new markets, finding new supply resources, and developing and improving the organization. In general, entrepreneurs tend to focus on the business sector, the market, and customers (Bakar and Ahmad, 2010). The intensification of competition in international markets have intensified the
research process, and extensive studies have been conducted on the differences in personality characteristics and the difference in performance between independent entrepreneurs and business entrepreneurs, and a variety of organizational strategies have been proposed for entrepreneurship in organizations. Now a day, many companies have found it necessary to create an entrepreneurial soul in the organization (França and Rua, 2016). In fact, this kind of change in strategy orientation is in response to the three needs imposed on companies:

1. The rapid rise of new competitors;
2. Creating a sense of distrust toward traditional management practices in companies;
3. Extracting the best labor force from companies and their action to independent entrepreneurs (Frank et al., 2010).

The entrepreneurial orientation includes three dimensions: innovation, risk taking, and lead or vanguard (Matsuno et al., 2002). The tendency to grow in organizational entrepreneurship along with the creation of new inner units or sectors of the organization and within its service and operational processes, carrying out fundamental, or gradual innovations in order to improve the quality, reducing losses and product cost, speeding up the processes and product cycles, or strolling into new business domains and areas, raising market share and connecting with new customers (He et al., 2013).

In the following, the conceptual model of the research is presented in Fig. 1.

![Figure (1): Conceptual Model of Research](image)

A significant part of the development economics literature is devoted to the field of industrialization and procedures to achieve it. The main reason for such a extend discussion toward the industrialization is the great industry's ability to create benefit. This development leads to creation of different markets in addition to the domestic market beyond the borders of the countries. Entering into the foreign markets requires high awareness from companies and organizations. Gaining a share of these markets in where the variety of similar products is seen, has attracted the attention of organizations and companies to their development of Export Performance. Focusing on this dimension has made it more important to pay attention to the affecting variables.

In the external markets, there are a variety of similar products with different quality, so the company needs to use the techniques and methods of new products in order to succeed in pointing the customers’ needs in
the foreign market so that it can gain its share. Organizational innovation is a factor addressing the inner growth of an organization, taking into account new ideas and creations within the organization and between organizational processes and methods.

Given in hand that there are many competitors and there are major changes in the variety, quality, nature and processes of products, marketing, etc., development of foreign and international markets is occurred, so starting, developing or continuing to operate in these markets is so hard and breathtaking, therefore companies need to be armed with strong and powerful tools to succeed in acquiring their market share so that they can defend themselves against other companies and stockholders. Innovation, entrepreneurship, gaining competitive advantage in a sector (leadership, product type, quality, diversity, etc.) can be of great importance to companies.

In fact, today many companies have found it necessary to create an entrepreneurial spirit in the organization, and have been able to take significant and important steps in their performance and its development. In this study, the entrepreneurial funds and innovative trends are used in order to evaluating the Company's "Export Performance". In the following, the research hypotheses are involved:

H1: organizational innovation has a positive and significant impact on technological innovation.
H2: organizational innovation has a positive and significant impact on export performance.
H3: organizational innovation has a positive and significant impact on the competitive advantage.
H4: entrepreneurial trends have a positive and significant impact on technological innovation.
H5: entrepreneurial trends have a positive and significant impact on export performance.
H6: entrepreneurial trends have a positive and significant impact on the competitive advantage.
H7: technological innovation has a positive and significant impact on the competitive advantage.
H8: technological innovation has a positive and significant impact on Export Performance.
H9: The competitive advantage of the company has a positive and significant impact on export performance.

RESEARCH METHODOLOGY

In this study, the partial least squares (PLS) method is used for analyzing the results because, firstly, this method does not rely on presumptions such as the normal distribution of observed reagents and high volume of samples (Hooshangi et al. 2017). Secondly, this approach is used to predict and explore the relationships (Fazli and Amin Afshar, 2014). In other words, opposite to covariance-based methods which attempt to adapt data with a theoretical model; this approach seeks to discover the theory that lies in the results (Fazli et al., 2013). So, due to the lack of theory, the complexity of the problems has been used. This method can also be used to test the theory for predictive purposes (Hooshangi et al., 2016). Due to the lack of theory and the complexity of the issues, this technique has been used. Smart-PLS software is used to analyze the data. The statistical population of this research is all managers of food industry companies in Tehran. In this study, random sampling was used. To determine the minimum sample size, Cochran formula was used, that the sample size is estimated equal to approximately 120 companies, but, given that, some of the questionnaires have asymmetric data, 150 questionnaires were distributed among the community. A total of 130 questionnaires were collected, among them 3 questionnaires contained heterogeneous and unreliable data that were omitted and finally, 127 questionnaires were reviewed. To measure the impact of variables on each other, a standard questionnaire with 25 questions packed with the
5 Likert spectrum has been used from "very disagreeable" to "very agreeable". There were six questions related to the company's Export Performance, 5 questions related to technological innovation, 5 questions about competitive advantage, 5 questions related to organizational innovation, and 4 questions for entrepreneurial trends. This questionnaire has already been used in the study of (Azar & Ciabuschi, 2016) and (Martina et al 2016). However, validity and reliability are examined separately using different tests for structures and reagents, which are fully explained in the results section.

RESEARCH FINDING

The results of this study are divided into two general categories. The first category of the findings is devoted to the validity and reliability of the constructs and reagents, therefore for this purpose; the pattern test of measurement was used including examining the validation (internal consistency) and validity. In order to evaluate the validity of structures, three criteria were proposed by Fernell and Lucker, which included: 1) Combined validity; 2) The extracted mean variance; and 3) the validity of each item were used (Hushangi et al., 2016). In order to examining the combined validity, the combined coefficient and Cronbach's alpha of each construct have been used to investigate. The combined coefficient and Cronbach's alpha for all structures were obtained more than 0.826 and 0.736, respectively, which the minimum amount is 0.7. In addition, the average value of the extracted variance for all structures was more than 504/0, which is more than the minimum amount of 0.5. Table (1) listed the combinatorial values, Cronbach's alpha and average variance extracted (AVE) for each structure.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's alpha</th>
<th>Combination factor</th>
<th>Mean extracted variance</th>
</tr>
</thead>
<tbody>
<tr>
<td>competitive advantage CA</td>
<td>0.818118</td>
<td>0.873037</td>
<td>0.579762</td>
</tr>
<tr>
<td>entrepreneurial trends EO</td>
<td>0.736585</td>
<td>0.826667</td>
<td>0.543961</td>
</tr>
<tr>
<td>Export Performance EP</td>
<td>0.856926</td>
<td>0.893684</td>
<td>0.584330</td>
</tr>
<tr>
<td>organizational innovation OI</td>
<td>0.791511</td>
<td>0.893684</td>
<td>0.534984</td>
</tr>
<tr>
<td>technological innovation TI</td>
<td>0.753893</td>
<td>0.835358</td>
<td>0.504253</td>
</tr>
</tbody>
</table>

Source: Calculation of researchers

The load factor of the items is also shown in Figures (2). In the least squares method for the reliability of the reagents, the factor load for each reagent should be more than 0.7 (Ghani et al., 2016). Baidu stated that if the factor load is less than 0.7, then the average of the extracted variance of their structure will be more than 0.5 (Fazli et al., 2013). The majority of factor loads for the reagents are more than 0.7, only a small number of reagents have at least a factor load (for example, OI4), which, according to the average value of the variance extracted for their structures, which It estimated 534/0. This item is not deleted. Other reagents are also exempted from this condition and are not omitted. Chen suggested that for the validity of the structures, the extracted mean square root of the structures should be more than its correlation with other structures, which illustrated that the correlation of the structure with its markers is more than its correlation with other structures (Hooshangi et al., 2016). In table (2), the results of construct validity are listed.
To evaluate the validity of the reagents, the transverse load tests are used in which the load factor of each of reagents must be greater than the load factor for the other structures (Kiani Mavi and Afshar, 2017). The results of this test are shown in Table 4. The results of the examination show the appropriateness of the validity of the reagents, since all reagents have a higher load factor for their structure against their load factor for the structures.
The second category of the results is dedicated to testing the structural pattern and research hypotheses. For this purpose, the path coefficient and determination coefficient obtained by the PCS algorithm with the SmartPlus software are obtained. The path coefficient shows the contribution of each of the variables predicting variance of criterion variance. The determination coefficient also indicates the variance of a given variable using predictive variables. The value of the path coefficients between the main structures:

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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.357531</td>
<td>0.507474</td>
<td>0.601710</td>
<td>0.527643</td>
<td>0.437228</td>
<td>0.508906</td>
<td>0.486617</td>
<td>0.577765</td>
<td>0.322927</td>
<td>0.358443</td>
<td>0.168222</td>
<td>0.363302</td>
<td>0.490009</td>
<td>0.505062</td>
<td>0.496129</td>
<td>0.432602</td>
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<tr>
<td></td>
<td>0.748732</td>
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<td>0.525573</td>
<td>0.455961</td>
<td>0.360483</td>
<td>0.411627</td>
<td>0.461244</td>
<td>0.533134</td>
<td>0.276153</td>
<td>0.316025</td>
<td>0.203846</td>
<td>0.402750</td>
<td>0.411559</td>
<td>0.452828</td>
<td>0.414131</td>
<td>0.419944</td>
<td>0.403043</td>
</tr>
<tr>
<td></td>
<td>0.356937</td>
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<td>0.842065</td>
<td>0.752011</td>
<td>0.714019</td>
<td>0.750764</td>
<td>0.721617</td>
<td>0.537647</td>
<td>0.375564</td>
<td>0.382826</td>
<td>0.216016</td>
<td>0.381135</td>
<td>0.505595</td>
<td>0.555090</td>
<td>0.479405</td>
<td>0.355524</td>
<td>0.345903</td>
</tr>
<tr>
<td></td>
<td>0.277243</td>
<td>0.416012</td>
<td>0.486023</td>
<td>0.390068</td>
<td>0.426482</td>
<td>0.464449</td>
<td>0.344986</td>
<td>0.763777</td>
<td>0.770103</td>
<td>0.721415</td>
<td>0.623258</td>
<td>0.767865</td>
<td>0.360896</td>
<td>0.396547</td>
<td>0.351810</td>
<td>0.373906</td>
<td>0.319188</td>
</tr>
<tr>
<td></td>
<td>0.377308</td>
<td>0.583674</td>
<td>0.522824</td>
<td>0.515261</td>
<td>0.386864</td>
<td>0.477011</td>
<td>0.430710</td>
<td>0.547252</td>
<td>0.328825</td>
<td>0.285093</td>
<td>0.231220</td>
<td>0.332991</td>
<td>0.725567</td>
<td>0.752390</td>
<td>0.686036</td>
<td>0.654876</td>
<td>0.727473</td>
</tr>
</tbody>
</table>
and the determination coefficients is listed in Fig. 2. To calculate the T-value of the bootstrap algorithm with 500 subsamples, the results are shown in Fig. 3. In addition to direct effects, moderating effects have also been calculated. The amount of path coefficients and T statistics and the results of the hypothesis test are shown in Table (5).

**Table 5: Path coefficients, T statistics and hypotheses**

<table>
<thead>
<tr>
<th>Main hypotheses and related indicators</th>
<th>Coefficient of path</th>
<th>Significant number</th>
<th>Test hypothesis result</th>
</tr>
</thead>
<tbody>
<tr>
<td>TI ← OI</td>
<td>2.278</td>
<td>3.533</td>
<td>Accepted</td>
</tr>
<tr>
<td>EP ← OI</td>
<td>0.177</td>
<td>2.194</td>
<td>Accepted</td>
</tr>
<tr>
<td>CA ← OI</td>
<td>0.197</td>
<td>2.574</td>
<td>Accepted</td>
</tr>
<tr>
<td>TI ← EO</td>
<td>0.450</td>
<td>6.279</td>
<td>Accepted</td>
</tr>
<tr>
<td>EP ← EO</td>
<td>0.163</td>
<td>2.008</td>
<td>Accepted</td>
</tr>
<tr>
<td>CA ← EO</td>
<td>0.207</td>
<td>2.059</td>
<td>Accepted</td>
</tr>
<tr>
<td>CA ← TI</td>
<td>0.460</td>
<td>5.127</td>
<td>Accepted</td>
</tr>
<tr>
<td>EP ← TI</td>
<td>0.231</td>
<td>2.278</td>
<td>Accepted</td>
</tr>
<tr>
<td>EP ← CA</td>
<td>0.325</td>
<td>2.869</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
CONCLUSION

The purpose of current research is to examine the export performance of the food industry companies. To do this, organizational innovation and innovative trends have been used for their importance on affecting foreign markets as independent and influential variables. In order to have a better analyses of the model and evaluate its results, technological innovations, have been considered due to the presence of foreign markets from competitors that are busy with various new technologies, as well as the competitive advantage, as one of the determining factors in the success of the companies. Their impact of international markets have been used as intermediary variables of current relationship.

The results and research hypotheses have indicated that all relationships have been approved. In better words, for having a better export performance and achieving a share of foreign and international markets, it has importance to focus on issues that are organizational innovation and technological and entrepreneurial trends, as the variables that enhance performance. On the other hand, organizations' competitive advantage provide a powerful tool for them that have a role in gaining market share and attracting foreign customers. So, it make competitive advantage to plays a vital role in expanding and improving export performance too, and as a result it will have a successful impact on international markets for corporate executives.

More precise researches of the subject, model, and software outputs indicated that the entrepreneurial tendencies of the company have the maximum impact, respectively, of the coefficient of the path and the coefficient of significance with values of 0.550 and 6.279 on technological innovations. In the sense that focusing on the criteria and indicators that have been inclined to entrepreneurship can be gained in the
technological innovation debate, or in a better words, for developing the ideas of enterprises in the field of entrepreneurial trends, companies can lead them in a way of their developments. Based on the outputs of the model, the value was 0.408, in other words, 4.08% of the variance of technological innovation has been explained by the indicators of entrepreneurial trends and organizational innovation too.

In this survey, the least impact is the relationship between entrepreneurial trends and Export Performance of the company with the path coefficient of 163/0 and significant factor of 008/2. That is the entrepreneurial trends among other variables have the least impact on export performance, in other words it is on the fourth row among the impact variables. Therefore, when it is planning, it will be necessary to pay special attention to the extend of effectiveness.

Based on the results obtained from examining the model and testing the research hypotheses, we will continue to propose some managerial suggestions in this regard:

• Companies must focus on innovative and creative aspects in developing their foreign markets in addition to developing their product or service quality. Reaching this goal, supporting the innovative ideas and plans suggested by the staff will be helpful in this regard.

• It is suggested that entrepreneurial trends should be applied to the development of a part of the programs and specific training and supporting classes. Giving that this is discussed in an international and export market, it is required to be developed based on the external market needs.

• Receiving a competitive advantage before paying attention to exports should be of interest to inner organizational executives, when the organization has a competitive advantage (such as leadership in a particular sector of the market), it can benefit from this advantage and the good idea is getting into the foreign markets, which is a feature of Export Performance. So focusing on finding and strengthening a competitive edge in organizations can be a very good idea before entering the international markets and confronting different customers and powerful competitors. Each research has several limitations and barriers, depending on the type and scope of the study itself, which makes the research study difficult for the researcher. Here are some limitations of this research:

• The lack of proper cooperation of the company with regard to providing accurate information on its export and competitive activities and programs, given that the company was not trying to target the company's information, but the steadfastness of executives was still significant.

• paying attention to student and university research among managers and industry owners is not much of a legitimate face and it is not very welcome. If such mistrust disappears, the results of such research can open up a large number of companies.

REFERENCES


