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## **EVALUATION THE IMPACTS OF MARKET ORIENTATION ON EXPORT EFFICIENCY OF LATERAL INDUSTRIES OF FISHERY SECTOR THROUGH STRUCTURAL EQUATION MODELING**

### **Abstract:**

Different studies around the world show that market orientation positively affects the export efficiency of organizations. Market orientation and its influence on export efficiency are the important subjects of marketing management. If an organization has the ability to understand needs of consumers better as well as competitors activities and influential factors on market condition and then spread these information in all of the organizational levels so as a result it has more ability for survival in competitive market. But it was not highly considered in different export organizations in Iran so the objective of this research is evaluation the relationship between market orientation and export efficiency in lateral industries of fishery sector.

The nature of this research is descriptive. Fishery sector has been used for this study. Lisrel software is employed to analysis the data and estimate the theoretical model. Our empirical results show that there is a positive relationship between market orientation and export efficiency of these industries. Market intelligence has the most impact on market orientation and market dominant has the most impact on export performance in studied industries.

### **Keywords:**

Market Orientation, Export Efficiency, Lisrel, Fishery sector, Structural Equation Model

**JEL Classification:** C13, C22, G14