Developing a Model of Antecedents and Consequences of Iran Exemplary Exporters’ Competitive Intelligence

The aim of this research is to develop a model of antecedents and consequences of Iran exemplary exporters’ competitive intelligence (CI) in order to identify their strengths and weaknesses. For this purpose, we discuss position and growth strategies of exporters, effective use of CI, export competitiveness enhancement and sustainable export development. Based on conceptual model, knowledge management capability, organisational culture and human capital were considered as factors affecting CI. The strategic orientation and market orientation were considered as consequence of CI. A questionnaire was designed and data were collected from 120 managers and experts of exemplary exporters. Findings from data analysis with structural equation modeling show that human capital and knowledge management respectively have most positive impact on CI. CI leads to export market orientation and also CI leads exporters to follow a prospective strategy.

Keywords: Competitive intelligence, Human Capital, knowledge management, Market orientation, strategic orientation