

Study the Effect of Sources of Manufacturing Companies on the Achievement of the Objectives of the Trade Exhibition: Case Study at the Trade Exhibition of Bushehr City, Iran

Majid Esmaeilpour¹ and Mohadeseh Zandavi²

¹ Persian Gulf University

Received: 7 February 2015 Accepted: 5 March 2015 Published: 15 March 2015

Abstract

Background: With increasing competition and reducing the possibility of exposure to commodities, the possibility of participating in trade exhibition is important hundredfold. Exhibiting a great opportunity for companies provide the goods. The exhibition will present a predetermined targets and long-term planning to achieve these goals, the recognition of its resources in setting goals as a fundamental principle of the company, is participating in the exhibition. **Purpose:** The purpose of this study was to assess the importance sources of participating in trade exhibition and the impact that it will have sources of to achieve the objectives of the exhibition. **Methodology:** The study in term of purpose is applied and in term of data collection is descriptive -and the correlation. The research includes manufacturing and industrial companies participating in trade exhibition Bushehr over 180 companies. This study used a sample of 120 companies was Morgan table. Data derived from the survey questionnaire. Validity through the content validity and reliability through Cronbach's alpha was approved. Data Analysis is a method of structural equation modeling. **Results:** In this study, two main hypotheses regarding the purpose of the ten sub-hypotheses were formulated. After collecting the data from the questionnaires were used to test the hypotheses.

Index terms— trade exhibition, corporate resources, sales goals, sales purposes.

1 Introduction

Trade exhibition is an important marketing event (Gottlieb, Brown, & Drennan, 2011) and the sale and promotion strategy, a growing importance in T Studies have shown that in order to successfully participate in trade exhibition, exhibitors and organizers should try to achieve their goals and objectives to provide visitors. In other words, to fulfill the objectives of each depends on the goals of others (Nazemi, and Mirzadeh, 2006). Because visitor behavior before, during and after the trade exhibition is different and have Abstract-Background: With increasing competition and reducing the possibility of exposure to commodities, the possibility of participating in trade exhibition is important hundredfold. Exhibiting a great opportunity for companies provide the goods. The exhibition will present a predetermined targets and long-term planning to achieve these goals, the recognition of its resources in setting goals as a fundamental principle of the company, is participating in the exhibition.

Purpose: The purpose of this study was to assess the importance sources of participating in trade exhibition and the impact that it will have sources of to achieve the objectives of the exhibition.

Methodology: The study in term of purpose is applied and in term of data collection is descriptive -and the correlation. The research includes manufacturing and industrial companies participating in trade exhibition Bushehr over 180 companies. This study used a sample of 120 companies was Morgan table. Data derived from the survey questionnaire. Validity through the content validity and reliability through Cronbach's alpha was approved. Data Analysis is a method of structural equation modeling.

Results: In this study, two main hypotheses regarding the purpose of the ten sub-hypotheses were formulated. After collecting the data from the questionnaires were used to test the hypotheses. The results obtained suggest that the booth personnel sources of, sources of exhibition have a significant impact on sales targets and management capabilities. The booth personnel sources of and the ability to communicate with customers also have a significant impact on sales purposes .

2 Conclusion:

The findings of this study it can be concluded that except for the purposes of sale and non-sale capabilities partnership that does not, improvement of existing resources and capabilities of each model achieves sales targets and other participants will sell. different needs at each stage (Lee & Kim, 2008), exhibitors are required to meet the needs of visitors to carry out a series of programs and activities. However, for some of these activities, resources and capabilities that is needed. The most important issue that will be addressed in this study assesses the importance sources of the participants (company's exhibitors) at trade exhibition and the impact that these resources will be the purpose of the exhibition. In this study, we believe that the impact of the company's resources and capabilities to achieve sales targets and non-sales trade exhibition is studied.

3 II.

4 Literature Review and Research Background a) Commercial Exhibition

The exhibition is meant to show the location and location. Exhibitions in various areas of commercial, industrial, cultural, social, scientific, are formed. Common form of industrial sales is promoting trade exhibition. Trade exhibition is both domestically and internationally scene. Given the above definitions, we can say that trade exhibition are places and big or small for public goods and services, industrial, consumer and offer some new ideas on the inner surface and International are in place and are generally formed in major cities to study certain ends (Eizadi Seresht, 1996). Exhibitions, organized display of works of art, science, or industry that would motivate the public interest, increase production and to expand trade, or progress, or perform a variety of productive activities to show (Ogunrombi & Babafemi, 1997).

5 b) Establishing goals and participate in exhibitions

Trade exhibition is Bridge between merchants, professionals, industrialists and researchers from different countries. International Exhibition for the display of goods and trade negotiations are held about them, but information about the various competitive prices globally, quality standards, the latest industrial developments, achievements in scientific research and economic and technological ideas are also discussed during the exhibition. To create a favorable background for the meeting between the political and economic elite countries, to establish a rapport between them, expresses the philosophy of international exhibitions, so much so that today the international exhibitions as one of the most effective means to expand and deepen political relations have become cultural. In general, countries or companies or holding companies at trade exhibition comparable to pursue common goals. However, each country or company with the general purpose and special purpose in mind, goals should be clear that this explanation is logical, accessible and have little economic (Ahmadi & Naimi, 2009). Exhibition organizers, exhibitors and visitors each major and vital role in the marketing activities are achieving the goals and objectives of each depends on the others.

? The objectives of the exhibition (curator purposes): a transition process that provides services to each of the parties cannot do it alone. Exhibit an implied by the exhibitor trends in the exhibition space will convey to visitors and orientation visits the exhibition space on the right mix of exhibitors or to say to those who are ready to goods, services and information for visitors to the show, transfer. In full view of the role of intermediary for the exhibit, creating added value to exhibitors and visitor interaction, the primary purpose (Friedman, 2003). The exhibition will be held in our country unique, like many countries, a government agency in addition to pursuing the goals, field goals also provides microeconomic institutions. Goals exhibiting internationally created fertile ground for the latest industrial and technological phenomena, facilitating the development of different economic sectors through national and international collaborations, creating favorable conditions for the development of non-oil exports, the export of such goods display of goods, familiarity with the Iranian foreign goods and technology and the best choice among them. Reflect the policies to attract foreign investment through active participation in trade exhibition economic sectors, access to scientific research and new technology for industry and planners (Ahmadi & Naimi, 2009).

6 ? The objectives of the exhibition (target companies):

Experts have always emphasized developing marketing purposes prior to participating in the exhibition. In this case we can say that the goal of the exhibition is derived from marketing objectives and medium-term objectives set by the company. As far as the exhibition is intended to evaluate the company's objectives, participants can choose to attend the exhibition, which is consistent with his goals. Below is a list of objectives that must be provided

with a flexible approach to be considered (Dukate, 2002): Prepare a list of potential customers, negotiating with customers about their needs and demand, advertising, Collecting information from new markets, explore new markets and try to attend them, assessment of export opportunities, represented a range of services to market, development of distribution networks, looking for new members, the satisfaction of the Company's products in the market, supply

Year 2015 prototypes, evaluating the success of a product on the market, introducing innovative products, assess the location and size of the market, compare prices and conditions, provision of needed goods sourcing company, find similar products company and inform them of the applications.

In a division other companies for exhibition purposes, including sales and sales targets.

? Sales goals: Sales targets based on the achievement of the objectives referred to in the trade exhibition (Hansen, 1999) the objectives include promoting sales of existing products, contact with new customers, promote new products and increase sales orders. The sales targets by non-exhibitors, including maintaining contact with existing customers, meet new distributors, keep in touch with distributors is present (Ling-yee, 2008). Also Niazi (2003) the objectives of sales in the exhibition include: identifying potential customers, access to key decision makers, sales, Distribution Facts and Personnel Services, addressing the problems of clients.

? Non-target sales goals: For non-commercial exhibition sales gains refers to behavior-based (Hansen, 1999), which includes data collection, illustration and activities to increase motivation (Hansen, 2004). It also includes market research, competitive intelligence acquisition, new product realization process, increased trade exhibition staff experience and enhance the company's image (Ling-yee, 2008). Niazi (2003) in their research goals include non-sales maintenance company to face competition, Customers, industry and media, valuable and useful information gathering, preserving and promoting the spirit of enterprise, product testing and improving the reputation of the company introduced its symbol. Fu et al. (2007) in a study of non-sale gain new customers, take orders, identify customer preferences for product improvement, discuss new customers, collecting information about competitors, study the dynamics of industry and technology development, find distributors, retailers and resellers, creating a strong positive image of the product have mentioned.

? Goals of visiting the exhibition (goals visitor): visitor of trade exhibition, whether for personal reasons or on behalf of a legal person of the exhibition is a combination of different goals in mind. He/She is prepared to help plan for your visit, collect required information, and answer questions before your plan. However, depending on the purpose of visiting the exhibition, and varies from person to person, however, the following general objectives, including a visit to the exhibition place in the circle. Access to some of the world market and the market situation analysis and economic trends, compare prices and terms to find more suppliers, find goods required, familiarity with new products and applications, collect information on the use of specific technical and quality of the product or system, gather information to solve problems, attend seminars, conferences and professional associations, educational use, familiarity with new ideas and get new ideas, likewise detailed report on the personal archive or organization, establish business contacts, order and contract, comparative study of different companies, research facilities and the little bag on display in the exhibition next time (Dukate, 2002).

III.

7 Resources and Capabilities

In the strategic literature attempts distinguish between resources and capabilities. They know transferable resource inputs and outputs are controlled by the company becomes, a wide range of corporate assets and better mechanisms used function as invisible assets for the company over time through complex interactions among a large company sources of are defined. The combination of knowledge is skill competencies (Johnsen & Ford, 2006). Sources of elsewhere as a collection of assets, capabilities, organizational processes, the flow of information and knowledge of the company is although not all sources of the same importance in creating competitive advantage (Barney, 1991). It is noteworthy that the difference in performance is mainly due to the resources and capabilities of a distinct market that are valuable, rare, impossible to imitate and non-replacement (Wu, Yenyurt, Kim & Cavusgil, 2005).

It classified as other tangible and intangible resources can be divided into inventories. Resources can be tangible items such as tools, raw materials, equipment, cash, etc. is stored while resources, skills, knowledge worker, knowledge of customers, competitors, suppliers, etc (Hunt & Morgan, 1995). All inputs are included in the definition of company resources which allow the company to take advantage of its strategy to be employed (Olavarrieta & Ellinger, 1997).

At the trade exhibition, the only assets of the controlled company (Trade resources and personnel resources) but uncontrolled sources such as the location of the customer, company reputation, etc. The raw materials are included in the marketing activities of the company is the trade exhibition (Ling yee, 2008). Capabilities are inherently subtle and includes the company's capital resources are useful for distributing the product strategy -market. They have a complex set of skills and knowledge collected by the company which enables the company to use its resources to create value and competitive advantage (Hughes & Morgan, 2007). The shows are what we see is that instead of focusing on product; participants are main features of this product offer. Feature which is useful in the future for our customer's value added processes (Golfetto & Gibbert, 2006). Today, the emphasis has changed to the capabilities which have enabled the company to consistently higher value for its customers (Ngo & O'Cass, 2009).

According to the theory, resource-based view, the company's resources include all assets, capabilities, organizational processes, firm attributes, information, knowledge, etc. controlled by the Company and is able to understand them and empowering them with knowledge and can apply its strategy and improve efficiency and effectiveness. In terms of resources, and informal elements is key to competitive advantage. Resource-based view emphasizes the importance of collecting and utilizing the assets, skills and knowledge that cannot be replaced, valuable, rare and unparalleled (Auh & Menguc, 2008). In this research, resources and capabilities to participate in trade exhibition is five cases considered in the following literature review each turn. (1995). Researchers have shown that better results when available, a close coordination between the knowledge and skills of employees, visitors, exhibitors and features and information needs that exist. Employees who are officially trained booth, booth traffic, better run, this is a significant opportunity for dialogue with visitors to increase sales eligible (Hanchett, 2007).

? Capabilities related to customer: Capabilities associated with potential customers outside including the ability to identify the wants and needs of customers, and to build good relationships with the customers. Capabilities related to many aspects of creating competitive advantages to our customers. These capabilities require time to develop and support sources of relies on complex interactions. This is based on personal skills and tacit knowledge is inherently difficult for competitors to imitate them. It is the most important function of any organization (Hooley, Greenley, Cadogan, & Fahy, 2005). In the area of trade show exhibit features associated with customer sales to the private sale agreement will facilitate the exhibition (Tanner, 1994). The exhibition also features associated with client vendors to enable after the exhibition attempts to track whether improved customer purchase intention and exhibition return on investment is (Smith, Gopalakrishna, & Smith, 2004). Superior functionality associated with the customer directly affects the level of sales and the impact of the knowledge of the expectations and requirements of the customers (Theoharakis & Hooley, 2003).

? The management capabilities: Management capabilities, capabilities and internal -external effectively along traditional lines have been classified. Including human resource management is to improve people within the organization to achieve organizational objectives tend. Operational management of the production and delivery of goods and services and the transfer of raw data output for our valued customers, are relevant. (Seringhaus & Rosson, 1998). Piercy (2009), research conducted to investigate the relationship between a company (in all aspects) with members of the supply chain as the company has business partners. The results suggest that coordination between marketing, sales and units within the organization and management of strategic relationships with members of the supply chain (customers, suppliers and business partners) ultimately to achieve your company's goals. He proposes to strengthen the ability of managers, they should be able to manage the process, communication strategy with local partners and increase internal marketing activities. One of the main indicators is network measurement capabilities partnership. The network is composed of various means to create value for the organization. Network of a company may be widespread or limited to a few companies.

IV.

8 Conceptual Model and Research Hypotheses

Theoretical and experimental studies have been done on the subject, and the parameters of the model Ling-Yee (1998), conceptual research model (Figure 1) is designed.

9 Resources Exhibit resource

10 Booth Personnel Resource

Capabilities Customer-Linking Capability

11 Managerial Capability

Partnering capability ii. The ability of the company has significant and positive impact on achieve the goals of trade exhibitions.

12 Goal's Of trade Exhibition

13 Non-Sales Goals

Sales Goals

14 b) Sub-hypothesis

i. Exhibit resources have significant and positive impact to achieve sales goals at trade exhibitions.

15 Global Journal of Management and Business Research

Volume XV Issue VIII Version I Year 2015 (E)

ii. Exhibit resources have significant and positive impact on to achieve the non sales goals of at trade exhibitions.

-
- iii. Booth personnel resources have significant and positive impact on to achieve sales goals on trade exhibitions.
 - iv. Booth personnel resources have significant and positive impact on to achieve non sales goals, on trade exhibitions.
 - v. Managerial capabilities has significant and positive impact on achieve sales goals on trade exhibitions.
 - vi. Managerial capabilities has significant and positive impact on achieve non sales goals, on trade exhibitions.
 - vii. Customer-linking capability have significant and positive impact on achieve sales goals on trade exhibitions.
 - viii. Customer-linking capability have significant and positive impact on achieve non sales goals, on trade exhibitions.
 - ix. Partnering capabilities have significant and positive impact on achieve sales goals on trade exhibitions.
 - x. Partnering capabilities have significant and positive impact on achieve non sales goals, on trade exhibitions.
- V.

16 Research Methodology

The study in term of purpose is applied and in term of data collection is descriptive -and the correlation. The population of companies manufacturing their products to the trade exhibition offered Bushehr from spring to winter 2014. The number of these companies totaling 180 companies. The population for this study due to limited sample size of table ??race Morgan was used. To determine the size of the target population of 180 companies, based on a sample size of 120 is considered the table. After the distribution of the sample of 150 questionnaires, 143 questionnaires were returned, of which 18 questionnaire due to incomplete data entry, were excluded from the analysis finally, 125 questionnaires were analyzed. The simple random sampling method was used. Data for this study was a questionnaire. Our questionnaire, through theoretical and experimental background research topic using a questionnaire, a number of researchers in their study and scope of the study were used, was designed. The questionnaire had 30 questions. To determine the validity (validity) of the questionnaire survey method was used to formal credit. For this purpose, a questionnaire was designed to provide a number of professors and experts in management and marketing executives and industry experts and producers participating in the exhibition and each of them was asked to express their opinion about the validity states. After collecting the comments, the final questionnaire was designed. To assess the reliability of the study, the most common method of evaluating the reliability or internal consistency, Cronbach's alpha was used. Cronbach's alpha coefficient for the whole questionnaire of this study was 83%, which is a good factor and suggests that there is an appropriate level of reliability. The results of Cronbach's alpha reliability are shown in Table ?? below.

17 Table 1 : Inventory component reliability

Source: Authors' findings.

As table ?? show, according to the value of Cronbach's alpha coefficients for all variables are greater than 0.7, so the question of the reliability of the variables in question is at an acceptable level. After collecting all data, survey data were transferred to the software SPSS20 and then the method of structural equation modeling software Lisrel, conceptual model and research hypotheses were tested.

18 VI.

19 Data Analysis and Results

Analysis of the data, descriptive statistics was used to analyze the demographic variables. After collecting all the data, research data were transferred to the software SPSS20 and then the method of structural equation modeling software Lisrel, conceptual model and research hypotheses were tested. Test Confirmatory factor analysis shows that there was a significant relationship between the different layers of the conceptual model. Figure ?? and 3 show the results of test, a confirmatory factor analysis. 3. Based on the results of the confirmatory factor analysis extracted data, the structure of the conceptual model is verified. The results of the evaluation of the adequacy of the model parameters (suitability) and assess the relationships between the different variables of the model is telling the truth. After extracting the data from the confirmatory factor analysis, we can begin to test the hypotheses of the study. The main hypothesis of the test results is given in Table 4. To respond to the secondary hypotheses, path analysis, structural equation modeling was used.

Structural equation modeling enables us to the latent variable with a minimum error measure. With this method, the weight of each variable appears and can be detected in the role of each variable (latent variables) corresponding to the set itself.

Given the values of model parameters, the conceptual model of the desirable level of fit is achieved. The overall structure of the conceptual model and adequacy of confirmatory factor analysis model to model multiple layers studied were confirmed desirable.

After extracting the data path analysis, we can begin to test this sub hypothesis. Research subhypothesis test results are shown in Table 5. VII.

20 Conclusion and Suggestions

The aim of this study was to assess the importance sources the participants in the trade exhibition and the impact that it will have sources to achieve the objectives of the exhibition, respectively. After studying literature and

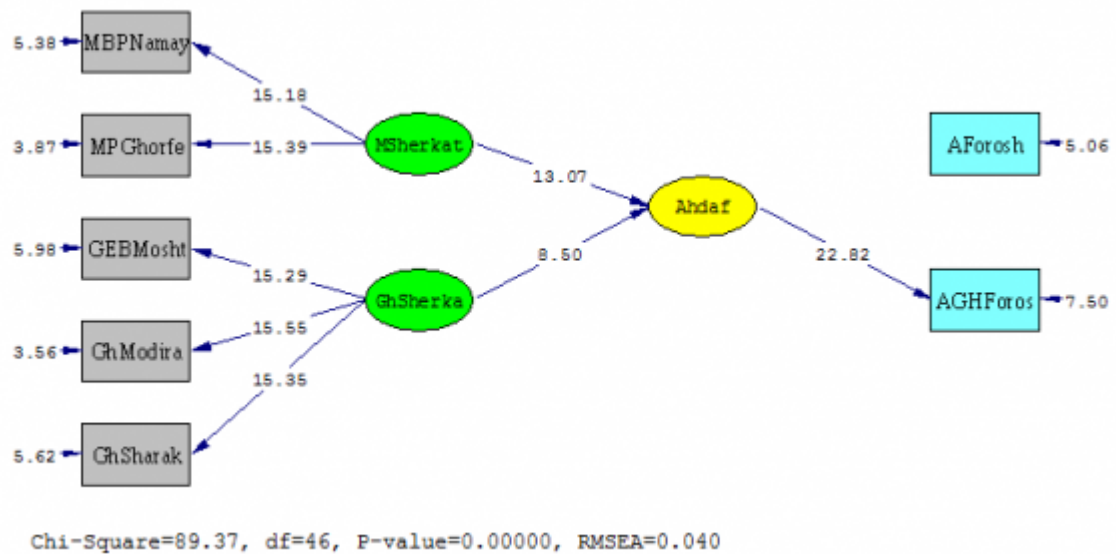
theoretical background of the research done in this field, assumptions and conceptual model was designed. As shown in Table 5, there is a significant positive relationship between sources and achieving sales targets in a trade exhibition. The findings of this study, the findings of other researchers, such as Ling-Yee (2008), Gopalakrishna (2010), Herbig (1998) is confirmed. This means that one of the requirements to achieve the objectives sources the exhibition is for sale. Based on the findings, it seems to strengthen the sources of a company selling exhibition will contribute to achieving the objectives. The findings support the existence of any relationship between purposes sources exhibition and sale will this means that the data is not appropriate to confirm the relationship. As the definition of objectives is non-removable sales organization, achieve these objectives directly related to the design of the stand, its size and resources of the exhibition are not. The results in Table 5, the personnel sources and achieve sales objectives in trade exhibition significant relationship. A significant correlation between personnel sources to achieve the purposes exhibition and sale at the trade exhibition will be confirmed. Exhibition includes a number of personnel sources, skills, knowledge and training of employees. As a result of the above hypothesis by finding Hanchet (2007), Adhikary (2014) and Tanner & Chonko (1995) has been approved and enforced. Based on these findings, we can conclude that there is a positive and significant impact between the objectives sources sales and sales personnel to exhibition. This means that the company has strengthened its staff sources by strengthening education, number, knowledge and skills they could achieve sales goals and increase sales. These findings underscore the relationship between customer and sales targets do not provide communication capabilities. These findings are consistent with findings by Hooly et al (2005) and Theoharakis & Hooly (2003) is in conflict. In accordance with the findings of the



Figure 1: Figure 1 :

¹© 2015 Global Journals Inc. (US)

²© 2015 Global Journals Inc. (US) 1



23

Figure 2: Figure 2 :Figure 3 :

? The staffing sources of shows: The efficiency of personnel in other words the personal sales booth at the exhibition dates and the number of booths and personnel training. Booth staff training can be effective in relation to customers who visited the booth, increase the number of staff in the booth can be effective in creating sales increase customers who have communicated with the seller (Ling-yee, 2007). Adhikary (2014) states that personnel sources of have a direct role in achieving financial

[Note: goals. They play the role of color that can improve vision. Experience and training trade exhibition by Tanner et al. (1995) have been studied. The participants' goals and requirements for a capable staff that can control many calls during the exhibition, focused.]

Figure 3: ?

2

No	Component	Label	Cronbach's alpha	Number of ques- tion	Reliability
1	Sources of exhibition	A	0.732	3	Desired
2	Booth personnel sources	B	0.755	4	Desired
3	Managerial capabilities	C	0.764	3	Desired
4	Customer linking capabilities	D	0.763	5	Desired
5	Partnering capability	E	0.755	3	Desired
6	Sales goals	F	0.70	7	Desired
7	Non-sale goals	G	0.739	5	Desired
	Total questionnaires		0.834	30	Desired

Figure 4: Table 2

2

Demographic vari- able name	Levels	Frequency	per- centage
Sex	Male Female	75.2	24.8
Education	Diploma	16	
	Associate Degree Bachelor degree	19.4	44.6
	Master degree and higher	20	
Age	20 to 30 years old	9.6	
	30 to 40 years old 40 to 50 years old	52	20.8
	Over 50 years old	17.6	
Type of Industry	Furniture	21.6	
	Carpet Construction industry	25.6	20.8
	Oil and Gas	12	
	IT	20	
Source: Authors' findings.			

Figure 5: Table 2 :

3

Grouping of indicators	Index	Abbreviation	The resulting value	Acceptable fit
Absolute fit indices	Chi-square surface covered Goodness of fit index Adjusted goodness of fit index	?? 2	0.09	Greater than 5% GFI>90?
		GFI	0.936	AGFI>90?
		AGFI	0.916	NNFI>90?
Comparative fit indexes	Not a normal fit index Normalized fit index Comparative fit index Incremental fit index	NNFI(TLI)	0.925	NNFI>90?
		NFI	0.908	NFI>90?
		CFI	0.927	CFI>90?
		IFI	0.916	IFI>90?
indexes Thrifty fit	Thrifty normalized fit index The root mean square error of the estimate Chi square tests normalized to the degrees of freedom	PNFI	0.641	More than 50%
		RMSEA	0.040	RMSEA<?10
		SEA	1.943	Value between 1 and 3
		CMIN/df		

Source: Authors' findings.

Figure 6: Table 3 :

4

Hypothesis	The calculated value of T	Standardized path coefficient	P-value	Test result
Company sources Achieving the objectives	13.07	0.73	0.05<	Accepted
Company Capabilities Achieving the objectives	8.50	0.32	0.05<	Accepted

Source: Authors' findings.

Figure 7: Table 4 :

5

Test result	P-value	coefficient Stan- dard- ized path	The calcu- lated value of T	Hypothesis
Exhibition sources Achieving sales goals	4.61	0.33	<0.05	Accepted
Exhibition sources Achieving non sales goals	-1.92	-0.25	>0.05	Rejected
Booth personnel resource Achieving sales goals	6.06	0.44	<0.05	Accepted
Booth personnel resource Achieving sales goals	4.85	0.64	<0.05	Accepted
Customer linking capability Achieving sales goals	1.40	0.13	>0.05	Rejected
Customer linking capability Achieving non sales goals	3.03	0.50	<0.05	Accepted
Managerialcapabilities Achieving sales goals	4.11	0.43	<0.05	Accepted
Managerialcapabilities Achieving sales goals	0.50	0.10	>0.05	Rejected
Partneringcapabilities Achievin non-sale goals	-3.25	-0.31	>0.05	Rejected
Partneringcapabilities Achievin non-sale goals	-0.01	-0.00	>0.05	Rejected

Source : Authors' findings.

Figure 8: Table 5 :

accordance with the findings of Smith et al (2004), who found a significant correlation between the ability to communicate with customers and other sales targets confirmed. So to strengthen the customer relationship capabilities can be added to achieve sales purposes.

Based on the findings, the trade exhibition management capabilities and achieve sales targets in a positive and significant relationship exist. In accordance with the findings of Miettinen Poutvaara (2014), with increased management capabilities through strengthening human resource management will be more likely to achieve sales targets. Research findings have also been completed by Adhikary (2014) and Hooly et al. (2005), this relationship is approved. Thus, by increasing the scale of management, such as financial management, human resource management and operational management will lead to the achievement of sales targets. The results obtained from this study shown there was a significant positive correlation is the management capabilities and achieve sales targets non-commercial exhibition. These findings support the existence of any relationship between management capabilities will provide sales and other targets. This means that the data is not appropriate to confirm the relationship.

The results in Table ??, the capabilities of the partnership and achieve sales goals and trade exhibition positive relationship exists. The findings also indicate that there is no significant correlation between the ability of partnerships and achieve sales targets in the commercial exhibition. Srivastava research findings (1998), Seringhaus and Rosson (1998) and Piercy (2009) also refers to the relationship between strategic partners and achieve sales goals. But as it is removable from Table ??, both of the above hypotheses are not confirmed by the findings. In other words, these data are sufficient to confirm the hypothesis is not necessary.

[Sadeghi and Fadiah ()] , C Sadeghi , G Fadiah . 2010.

[Miettinen and Poutvaara ()] 'A market for connections'. T Miettinen , P Poutvaara . *European Journal of Political Economy* 2014. 33 p. .

[Hooley et al. ()] 'A resource advantage perspective of product -market strategy performance & strategic capital in high technology firms. Industrial management marketing'. G Hooley , G Greenley , J Cadogan , J Fahy , P Hughes , R Morgan . *Journal of Business Research* 2005. 2007. 58 p. . (The performance impact of marketing resources)

[Gopalakrishna et al. ()] 'A three-stage model of industrial trade show performance'. S Gopalakrishna , G Lilien , J Williams . *Marketing Science* 1995. 14 p. .

[Friedman ()] *A view to the future of the trade show industry. President*, Francis J Friedman . 2003. Time & Place Strategies, Inc. May.

[Tanner ()] 'Adaptive selling at trade shows'. J Tanner . *Journal of Personal Selling and Sales Management* 1994. 14 p. .

[Adhikary ()] 'Advertising: A Fusion Process between Consumer and Product'. A Adhikary . *Procedia Economics and Finance* 2014. (11) p. .

[Hanchett ()] *An Evaluation of the performance of trade show: An exploratory study as applied to the aerospace industry. For the degree of Doctor of Philosophy*, J Hanchett . 2007. Touro University International college of Business Administration

[Gopalakrishna et al. ()] 'An exploratory study of attendee activities at a business trade show'. S Gopalakrishna , C Roster R , S Sridha . *Journal of Business & Industrial Marketing* 2010. p. .

[Auh and Menguc ()] 'Broadening the scope of the resource-based view in marketing the contingency role of institutional factors'. S Auh , B Menguc . *Industrial Marketing Management* 2008. 41 p. .

[Ngo and Cass ()] *Creating value offerings via operant resource-based capabilities. Industrial Marketing Management*, L Ngo , A Cass . 2009. 38 p. .

[Lee and Kim ()] 'Differential effects of determinants on multi-dimensions of trade show performance: By three stages of pre-show, at-show, and post-show activities'. C Lee , S Kim . *Industrial Marketing Management* 2008. 37 p. .

[Nazmi and Mirzadeh ()] 'Effect of manufacturing companies in international trade exhibition Khorasan on the success of their business'. N Nazmi , M Mirzadeh . *Journal of Business Research* 2006. 41 p. .

[Dukate ()] 'Exhibition Industry'. D Dukate . *Journal of Center for Exhibition Industry Research. No* 2002. 37 p. .

[Ogunrombi and Babafemi ()] 'Exhibitions in university libraries: the Nigerian experience'. S Ogunrombi , G Babafemi . *Aslib Journal of Information Management* 1997. 49 p. .

[Haghighi et al. ()] 'Factors affecting the absorption of industrial exhibitions and its effects on financial indicators'. M Haghighi , Biorani , O R Qarloqi . *Business Review* 2010. 43 p. .

[Fu et al. ()] 'Factors Affecting Trade Show Effectiveness for Chinese Small and Medium-sized Exporters'. H Fu , G Yang , Y Qi . *International Management Review* 2007. 3 p. .

[Barney ()] 'Firm resources and sustained competitive advantage'. J Barney . *Journal of management* 1991. 17 p. .

- [Johnsen and Ford ()] 'Interaction capability development of smaller suppliers relationships with larger customers'. R Johnsen , D Ford . *Industrial Marketing Management* 2006. 35 p. .
- [Seresht ()] *International Trade exhibition Tehran's role in marketing Iranian companies*, Eizadi Seresht . 1996. University of Imam Sadiq (MS Thesis)
- [Seringhaus and Rosson ()] *Management and performance of international trade exhibition exhibitors: government stands vs independent stands*. *International of Marketing Review*, F Seringhaus , P Rosson . 1998. 15 p. .
- [Srivastava et al. ()] 'Market-based assets and shareholder values: a framework for analysis'. R Srivastava , T Shervani , L Fahey . *Journal of Marketing* 1998. 62 p. .
- [Golfetto and Gibbert ()] 'Marketing competencies and the sources of customer value in business markets'. F Golfetto , M Gibbert . *Industrial Marketing Management* 2006. 35 p. .
- [Ling-Yee ()] 'Marketing resources and performance of exhibitor firms in trade shows:A contingent resource perspective'. L Ling-Yee . *Industrial Marketing Management* 2007. 36 p. .
- [Hansen ()] 'Measuring performance at trade shows:scale development and validation'. K Hansen . *Journal of Business Research* 2004. 57 p. .
- [Theoharakis and Hooley ()] *Organizational resources enabling service responsiveness: Evidence from Greece*. *Industrial Marketing Management*, V Theoharakis , G Hooley . 2003. 32 p. .
- [Olavarrieta and Ellinger ()] 'Resourcebased theory and strategic logistic research'. S Olavarrieta , A Ellinger . *International Journal of Physical Distribution& Logistic Management* 1997. 27 p. .
- [Piercy ()] *Strategic relationships between boundary-spanning functions: Aligning customer relationship management with supplier relationship management*, N Piercy . 2009. *Industerial Marketing Management*. 38 p. .
- [Niazi ()] *Successful participation in the exhibition. A tabak publication*, S A Niazi . 2003. Tehran.
- [Hunt and Morgan ()] 'The comparative advantage theory of competition'. S Hunt , R Morgan . *Journal of Marketing* 1995. 59 p. .
- [Smith et al. ()] 'The complementary effect of trade shows on personal selling'. T Smith , S Gopalakrishna , P Smith . *International Journal of research in Marketing* 2004. 21 p. .
- [Tafessa and Korneliussen ()] 'The dimensionality of trade show performance in an emerging market'. W Tafessa , T Korneliussen . *International Journal of Emerging* 2011. 6 p. .
- [Ahmadi and Naimi ()] *The effect of the local manufacturing companies in international trade exhibitions in Tehran on their business success: Case Study of Home and Office Furniture exhibition*, C Ahmadi , S A Naimi . 2009. (MA thesis)
- [Ling-Yee ()] 'The effects of firm resources on trade show performance: how do trade show marketing processes matter'. L Ling-Yee . *Journal of Business & Industrial Marketing* 2008. 23 (1) p. .
- [Wu et al. ()] 'The impact of information technology on supply chain capabilities and firm performance:A resourcebased view'. F Wu , S Yeniyurt , D Kim , T Cavusgil . *Industrial Marketing Management* 2005. 35 p. .
- [Gottlieb et al. ()] 'The influence of service quality and trade show effectiveness on post-show purchase intention'. U Gottlieb , M Brown , J Drennan . *European Journal of Marketing* 2011. 45 p. .
- [Tanner and Chonko ()] 'Trade show objectives, management and staffing practices'. J Tanner , L Chonko . *Industrial Marketing Management* 1995. 24 p. .
- [Hansen ()] 'Trade show performance: a conceptual framework and its implications for future research'. K Hansen . *Academy of Marketing Science Review* 1999. 99 p. .
- [Herbig et al. ()] 'Trade show: who, what, why'. P Herbig , B Hara , F Palumbo . *Journal of Business and Industrial Marketing* 1998. 18 p. .
- [Blythe ()] *Visitor and exhibitor expectations and outcomes at trade exhibitions*. *Marketing Intelligence & Planning*, J Blythe . 1999. 17 p. .