

## Factors Affecting the Development of Enamel Export in Isfahan Province to the United Arab Emirates

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### ABSTRACT

The economic growth of any country depends on its exports, and any country that can export more has higher economic growth in the long run. All countries are looking for economic growth because exports are labor-intensive and cheap. An important part of exports to ancient countries such as China, Japan and Iran are handicrafts, which are the basis of their rich culture. In this article we will focus on exporting handicrafts and especially enamel in Isfahan province.

Identifying the factors affecting the development of Isfahan Pork Exports increases the operational ability of exporters, producers and artists of pork in enhancing the role of handicraft art in the industry. This study investigates the factors affecting the development of Isfahan Poultry Exports to UAE. The research is of applied purpose and its method is descriptive-analytical and survey in which the researcher studies the impact of variables. Questionnaires, library documents were used for data collection. Questionnaires were designed and analyzed using SPSS software and data were analyzed by descriptive and inferential statistical methods. Cronbach's alpha coefficient was used to calculate the reliability of the questionnaire. In order to confirm the face validity of the tool, a questionnaire was administered among 40 exporters, producers and artists of Isfahan Province (sample of the statistical population consisting of 100 people). There are also a few approved professors.

The findings of the study show that 13 factors including price, packaging, marketing, advertising, culture and taste of target country, insurance, quality, design and color, distribution of goods, information, rules and regulations, export privileges and Money transfer has been effective in examining the factors affecting the development of Isfahan Province's enamel exports to the UAE. The results show that there is a significant gap between the current and the desired situation.

**Keywords:** Export development, Export influencing factors, Exports of handicrafts, Putties, UAE.

### INTRODUCTION

Achieving a better level of life is one of the aspirations of all nations and human societies. With the speeding up of machine life and modernity over traditional life, one of the important aspirations is to pay attention to the tranquility and comfort of the human spirit through the use of art in everyday life. In the present era, the development of handicraft exports is one of the best tools to deal with the recession without dependence on the oil industry. Craftsmanship is certainly the most important means by which human beings transmit their cultural and civilizational foundations, but over time, mere cultural and historical glance cannot adequately preserve the art industry. Isfahan, as a creative city of handicrafts, includes various types of handicrafts, in which this research seeks to focus on industries that are more exportable in

international markets. Including metal crafts like pug. Craftsmanship is one of the branches of the craft that has such a capability that it can be used in decorating, decorating as well as in the use of utensils, jewelry and more. In fact, the pug transmits one of the most striking effects of unity between artist and shopper around the world. This art, with a history of about 5,000 years, has been used to adorn various jewelry and utensils. Painting art is a blend of fire and soil that is often mixed with the art of painting on copper and creates beautiful roles. As stated above, one of the advantages of handicrafts is employment, earnings, and currency. Therefore, with the increase in technology and special attention to petroleum resources, there has been a shortage in the introduction and recognition of handicrafts such as pug and therefore its exports are very low. Exports must be continuous and varied. Long-term means having long-term

strategy and planning in addition to getting the benefits of short-term programs. Diversified; summarized in several sections, diversifying the export model and choosing the best fit for your product, diversifying and expanding your external customers, and finding loyal and loyal customers to your product, diversifying your product according to quality and effect creativity.

What is considered in this article is identifying the factors affecting the development of Isfahan province's UAE exports to UAE and ranking the factors and sub-factors as well as identifying the factors affecting it as well as examining the overall performance. For the sake of positive export potentials, the UAE has been studied as a country because it is a product-centric, low geographic distance with Iran, political interactions and also a tourist country. In order to successfully export, handicraft manufacturers need to be able to deliver their products according to the quantity, quality, design, price and timing required by the foreign buyer. Export issues can appear as restrictions. Decreasing communication with global markets reduces information on consumer preferences and competition strategies (Taksimi & Jozadani, 2011). The impact of export-adjusted export promotion programs on the status of exports should be studied (Abu Ayoub, 2014). It should be borne in mind that obtaining appropriate information from managers and decision makers increases their operational ability to perform their duties. Thus, with the necessary and useful information, one of the main pillars of world trade growth or export development can be traced. Export scattering is useful for export performance when the export customer environment is more turbulent, while the export technology environment is more stable and the company has lower levels of information sharing. In all the scenarios studied, higher

levels of decision concentration (ie, lower levels of export dispersion) are useful for export performance (Gannizi et al., 2017). Also, the shared impact of capabilities on export performance at high levels of inefficient competition in the export market environment is weakened (Bosso et al., 2019).

To facilitate the development and globalization of handicraft exports, Morgan's (1997) research is used in research into the drivers and problems of handicrafts. He divided these problems into four categories based on two domains: domestic or foreign, as well as domestic or foreign market. In general, it can be concluded that: First, the type of problems that exist between different industries and also according to the stage in which the company is (in the export process) (Crick & Chaudery, 1997). At the same time, the nature and severity of export barriers vary not only at different export stages, but sometimes different companies evaluate the problems differently and severely at a single export stage (Leonidou, 1995).

**EXPORT SKILLS**

Export dispersion management raises firms' awareness of and interest in conditions that can improve performance by weakening performance (Ganzi et al., 2017). One of the competitive advantages in exporting is having export skills that vary in different stages of internationalization. Including: International Strategic Management Skills, International Research Skills, International Trade Logistics Skills, International Trade Procedures and Skills, International Financial and Risk Management Skills and International Marketing Skills, each is subdivided into sub-categories whose skills in knowledge and abilities lead to the internationalization of manufacturing companies.

**Table1.** *Export skills of manufacturing companies for internationalization*

Skill	Subject
International Strategic Management Skills	Awareness of managing the company's competitive advantages
	Ability to develop strategic export plans
	Ability to define international goals for the company
	Ability to work effectively with different foreign cultures
	Awareness of how to manage strategic alliances
	Ability to access export opportunities through the Iranian government
International Trade Research Skills	Ability to conduct initial research in export target markets
	Ability to find foreign market needs for company products
	Ability to determine its competitive advantages in the export market
	Ability to use the Internet in exports
	Ability to organize warehousing for export
	Awareness of how to organize transportation insurance for export

International Trade Logistics Skills	Familiarity with different shipping methods to export markets
	Familiarity with the use of the export declaration form and the certificate of origin
	Awareness of how products are packaged for export
	Awareness of how products are labeled for export
Skills related to rules and regulations of international trade	Awareness of domestic laws and regulations affecting exports
	Awareness of the impact of free trade zones and customs unions on exports
	Awareness of the effects of WTO regulations on exports
	Awareness of Incoterms (CIF and FAS)
	Awareness of environmental laws and regulations on exports
	Awareness of health and safety rules and regulations on exports
	Awareness of the laws and regulations related to the country's sanctions and their effects on international trade
International Financial Skills and Risk Management	Ability to determine risks related to foreign currency (currency fluctuations, etc) in exports
	Ability to collect and use credit information of foreign buyers(payment, etc)
	Awareness of how to international receipts and payments according to the country's conditions
	Ability to prepare cash budgets for export sales
	Ability to use country risk reports
	Awareness of how to manage international assets and their risks
	Ability to manage capital and blocked funds in export markets
	Ability to determine the best payment terms for export sales
	Awareness of international cash flow acceleration methods
	Ability to assess the suitability of the product for the export market
International marketing skills	Ability to adapt promotion and advertising strategies to foreign market needs
	Ability to obtain information about the characteristics of potential foreign customers
	Ability to obtain information about the rules and regulations of target markets
	Ability to determine additional export market costs
	Ability to obtain the necessary information to prepare a market penetration plan
	Ability to obtain information about the specifications of export market countries
	Ability to adapt its products to the needs of export markets when necessary
	Awareness of different export pricing methods
	Awareness of how to use foreign agencies to enter export markets

**THE STAGES OF INTERNATIONALIZATION**

In addition to paying attention to export skills, it is important to consider how the process of internationalizing companies is going. These steps are generally divided into five categories, including low tendency to export, search for export opportunities, empirical exporter, experienced exporter in a limited area, and fully

experienced exporter. Therefore, the researcher believes that it is the responsibility of the management and planners of the production company to make the right decisions for their advancement and internationalization by correctly identifying the company's position to develop the export of pork products in Isfahan province.

**Table2.** Stages of Internationalization of Companies

The level	Stage Title	Attributes
1	Low desire to export	It responds to unwanted orders but makes no effort to check the possibility of export
2	Looking for export opportunities	They are actively considering exporting, but their exports are less than 5% of their total sales.
3	Experimental exporter	According to experience, they are exported only to countries that are geographically or culturally close, and their export value is more than 5% of total sales.
		An experienced exporter who exports more than 5% of its sales and

4	Experimental exporter in a limited area	has adapted to environmental changes (exchange rate fluctuations, etc) However, they only export to nearby countries.
5	Experienced exporter	An experienced exporter who exports more than 5% of its sales and seeks export opportunities in countries that are culturally and geographically far away from the domestic market.

**CHALLENGES OF HANDICRAFTS**

It is also effective in examining the challenges of the craft in the development process. Here

(Figure 1), by drawing hierarchical tree diagrams, illustrates the challenges of the craft to express internal and external challenges at various levels and criteria.

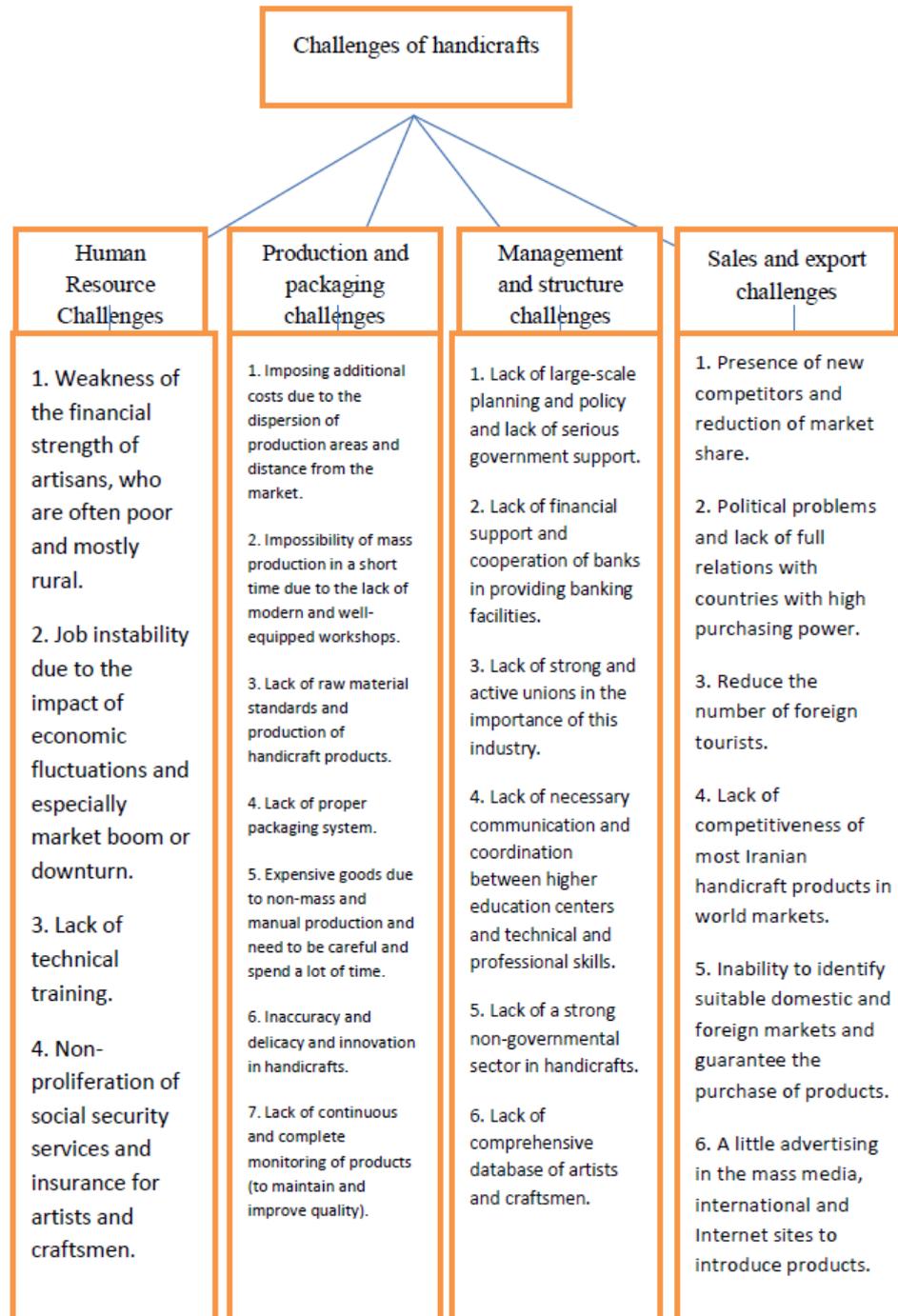


Figure1. Hierarchical tree structure challenges of handicrafts (Soraei and Af, 1393)

**RELATED RESEARCH**

In the study of research by researchers such as Elsevier Science (2018), export intensity of

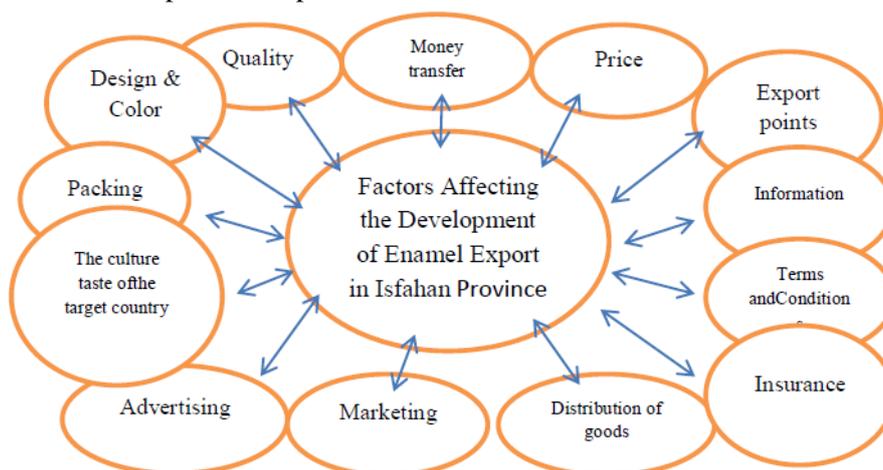
export intensity of multinational companies the role of financing in trade, examines the financial relationship to trade and export intensity of

transnational companies foreign companies hypothesis processes Based on insights from the theory of internalization and international trade, the international economy is collected using business data from six-country subsidiary survey and supplemented with host-country data. To some extent, bank loans from foreign financial institutions to strengthen their businesses may be worrying about the risks of foreign exchange. Also by Enui et al. (2016), export history, product differentiation, and firm survival in export markets, suggest that the first result indicates that export history plays an important role in firm survival in export markets and that it is likely to exit the markets. It significantly reduces exports. The second consequence is that the likelihood of exit from the export markets is reduced if companies devote more to research, development and special advertising. In fact, companies that produce different products have a greater incentive to invest in export startups and to

extend export times to succeed in exporting and to gain export profits through marketing, creating distribution networks, matching products with local demand. he does Schrod (2014) states in his research that export learning, more productive companies, are less sensitive to the learning effect, so they enter the market more quickly, first into large markets and then into smaller markets, This case has explored other studies that all emphasize export development and its factors.

**RESEARCH MODEL**

Based on the topic of the paper, a model was developed (Figure 2) that acknowledges 13 factors such as money transfer, insurance, pricing, packaging, marketing, advertising, culture and taste, quality, design and color, distribution of goods, information, rules, and Export regulations and privileges have been instrumental in export development.



**Figure2.** Conceptual research model

A questionnaire was prepared for surveying the statistical population and statistical information was distributed among the members of the statistical community and the data were analyzed. The research data gathering tool is a researcher-made questionnaire on the factors

affecting the development of Isfahan's UAE export to the United Arab Emirates. The questions are also adjusted based on the five-point Likert range of high (5), high (4), medium (3), low (2), very low (1). The number of items and their dimensions are listed in Table 3.

**Table3.** Correspondence of questions related to the dimensions of the questionnaire

Dimensions	Questions number
Price	1 – 4
Packing	5 – 6
Marketing	7 – 9
Advertising	10 – 14
The culture taste of the target country	15 – 18
Insurance	19
Quality	20 – 23
Design and color	24 – 26
Distribution of goods	27 – 32
Information	33 – 34

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Terms and Conditions	35 – 40
Export points	41 – 44
Money transfer	45 – 46

The reliability of the questionnaire was obtained through Cronbach's alpha for the questionnaire of factors affecting the development of Isfahan province's enamel exports to UAE 0.88.

**Table4.** Cronbach's alpha obtained for the whole questionnaire

Society	Number Of Questionnaires Distributed	Number Of Questions	Cronbach's Alpha
Exporters, producers and enamel artists of Isfahan province	100	46	0.88

According to the 13 factors of Isfahan Poultry Export Development Factor to UAE, the reliability coefficient of each is obtained:

**Table5.** Questionnaire Reliability Factors of Factors Affecting the Development of Isfahan Province Enamel Exports to UAE

Dimensions	Reliability coefficient
Price	0.87
Packing	0.81
Marketing	0.83
Advertising	0.85
The culture taste of the target country	0.84
Insurance	0.87
Quality	0.81
Design and color	0.73
Distribution of goods	0.77
Information	0.72
Terms and Conditions	0.79
Export points	0.81
Money transfer	0.80

### AVERAGE COMPARISON

What is the status of the factors affecting the development of Isfahan's enamel exports to the United Arab Emirates?

Table (6) compares the average situation and the favorable situation of factors affecting the development of enamel exports in Isfahan province.

**Table6.** Comparison of mean and standard deviation of factors affecting the development of Isfahan province's enamel exports to UAE

Factors	Available		Optimal	
	Average	Standard deviation	Average	Standard deviation
Price	3.02	0.83	3.48	1.13
Packing	4.07	0.78	-	-
Marketing	-	-	4.37	0.57
Advertising	4.14	0.51	-	-
The culture taste of the target country	4.25	0.83	4.50	0.48
Insurance	-	-	4.41	0.75
Quality	4.40	0.45	4.42	0.78
Design and color	4.37	0.54	-	-
Distribution of goods	4.06	0.62	3.84	0.43
Information	4.59	0.63	4.68	0.54
Terms and Conditions	4.53	0.39	4.40	0.59
Export points	-	-	4.29	0.52
Money transfer	-	-	4.57	0.49

The results of Table 6 show that for respondents, the highest average in the current situation was 4.59 with information and the

lowest with 3.02 was price. Also, the highest average in favorable condition was 4.68 with information and the lowest with 3.48 was price.

**OVERALL PERFORMANCE**

In response to the question, what is the overall performance of Isfahan Province's enamel exports to the UAE?

**Table7.** Paired T test of Isfahan Province Enamel Export Development Performance to UAE

Condition	Average	Standard deviation	T	Significance level
Available	4.16	0.25	-4.413	0.001
Optimal	4.29	0.28		

The results shown in Table 7 show that there is a difference between the scores of the factors affecting the development of Isfahan's UAE exports to the UAE in the current and favorable situation. There is a significant gap.

**CONCLUSION**

Isfahan is a pioneer, pioneer and flagship in the growth and development of handicraft exports. By studying and identifying the factors affecting the development of Isfahan's enamel exports, it is possible to take a more decisive share of the international market and reduce the economic problems and improve the quality of life of citizens.

The purpose of this study was to investigate, identify and rank the factors affecting the development of Isfahan province's enamel exports to the United Arab Emirates. Therefore, based on the objectives of the study, five main questions have been designed and tested. The results of the research questions are then analyzed and divided into two categories: descriptive statistics and inferential statistics.

Based on the descriptive statistics of the questionnaire, out of 140 questionnaires distributed among exporters, producers and artists of Isfahan province, 100 questionnaires were returned and the results of the respondents were as follows:

Gender; 75% of the respondents are men and 25% are women.

Age The highest percentage of respondents (39%) was between 40 and 50 years and the lowest percentage (10%) was over 50 years.

Education level: The highest percentage of respondents was 46% of the bachelor and the lowest of 2% was in the diploma group.

Work Experience: The highest percentage of respondents was 28% of people aged 10-15 years with experience in this field and the lowest percentage of respondents was 2% of people with 4 years or less.

Results in response to factor status indicated that for respondents, the highest average in the current situation was 4.59 with information and the lowest with 3.02 was price. Also, the highest average in favorable condition was 4.68 with information and the lowest with 3.48 was price. More clearly, compared to the average of available and desirable situations, the highest average was related to the information factor and the lowest average was to the price factor.

The results also show that there is a significant difference in the overall performance of export development between the scores of factors affecting the development of Isfahan enamel exports to the UAE in the current and favorable situation, namely, the overall performance of Isfahan province enamel exports to the UAE in relation to The desirable situation has a significant gap. To be clear, by examining the mean of all status queries and the mean of all the desirable states of the questionnaire, it was found that the mean of the current status is 4.16 and the mean of the desirable status is 4.29, the difference between them being significant. The status quo confirms the status quo.

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