

A COMPARATIVE STUDY OF BUSINESS SKILL INDICES IN IRAN, GERMANY AND INDIA WITH THE EMPHASIS ON BUSINESS INDEX

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Resumen: La asamblea mundial de economía ha reportado un informe para evaluar la eliminación de las barreras de negocio y la facilitación de negocios en diferentes países. El desempeño de los países se evalúa a través del índice de capacidad comercial. Este estudio intenta tener un diseño descriptivo-analítico por documentos válidos e informes de ensamblaje de economía global y base de datos global y evalúa el índice de habilidad empresarial con énfasis en el índice de negocios durante 5 años (2011-2015). Por lo tanto, la condición de dos países asiáticos, Irán e India y un país europeo, Alemania se compara con condiciones similares en términos de colonialismo, la guerra, la revolución, etc Finalmente, se concluye que como Irán goza de algunas ventajas como recursos naturales, minerales, Población, etc., Irán no tiene un buen índice comercial en comparación con estos dos países y se proponen algunas soluciones para mejorar las condiciones existentes.

Palabras clave: Evaluación comparativa, Índice de destrezas empresariales, Comercio

Abstract: The world assembly of economy has reported a report to evaluate the elimination of the business barriers and facilitation of business in different countries. The performance of countries is evaluated via trade capability index. This study attempts to have a descriptive-analytic design by valid documents and reports of global economy assembly and global database and evaluates business skill index with emphasis on business index during 5 years (2011-2015). Thus, the condition of two Asian countries, Iran and India and a European country, Germany is compared with similar conditions in terms of colonialism, war, revolution, etc. Finally, it is concluded that as Iran enjoys some advantages as natural resources, minerals, population, etc., Iran has no good trade index compared to these two countries and some solutions are proposed to improve the existing conditions.

Keywords: Comparative evaluation, Business skill index, Trade

1. INTRODUCTION

International trade as the factor of openness of economy plays a crucial role in economic growth of the countries (Sun, 2010) and such impact is occurred via the access to foreign markets, technology and resources (Farhadi, 2004) Generally, the effective factors on trade include: improvement of access to information, facilitation of border formalities in terms of minimizing the required documents, automation of the process and easy stages, increase of transparency and improvement of governance role of custom authorities (Nili, 2013). The markets challenge the companies continuously to improve competitiveness and adaptation or the changes of their business. The commercial opportunities are supervised at global environment and the firms control the strengths in terms of area and resources and attempt to find the partners as effective and efficient to create the supply chain of a customer. Thus, by using suitable methods and tool to present competitive services and products with high value-added at appropriate time and price, stabilize their business. In order to compete in value-added field with the competitors, they should design and improve their business based on a network of complementary capabilities to use the existing opportunities of market (Journal Procedia). As the businesses are encountered with rapid environmental changes, the processes have shown much complexity due to the mutual relationship of internal components and their interaction with environment. Thus, to adapt with the current complex environments, the organizations consider the capabilities of business process management. Normally, business process management is raised as the development of applied items of business following the executive logic of infrastructural process directly (Wang, 2006).

2. POPULATION

Population is referred to the number of people living in a country, province, town, division, sub-division, city and village or a residential area. If the number of those being born is more than that of those dying, the population is increased and if the number of dying people is increased, the population is reduced Less-populated areas are created based on the unsuitable factors in absorption and density of population as air dryness, deserted areas, salty areas, scarcity of water resources and high mountains (Ebrahimi, 2006).

As shown in Table 1, the population of Iran has been increasing during the five years and the population of Germany has been reduced by 2013 and then it is constant. India observed a descending period of population in 2012 and then rapid growth of population was observed (Figure 1).

Table 1. Population of countries

2015	2014	2013	2012	2011	
79.5	78	77.1	74.8	75.6	Iran
81.9	81.1	80.8	81.8	86.5	Germany
1292.7	1259.7	1243.3	1241.5	1250.2	India

Source: The Global Competitiveness Report

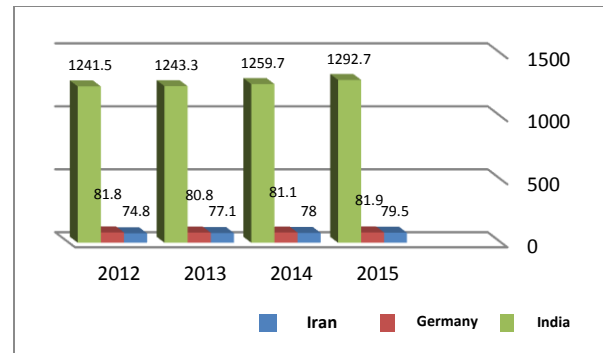


Figure 1. Population (million)

3. AREA

The sum of area of a country, its water in land and international marine borders.

Table 2 shows the area of three countries including Iran, Germany and India. India is the third wide country in Asia continent and Iran is the second wide countered in Middle East (Figure 2).

Table 2. The area of countries (m²)

1648195	Iran
357376	Germany
3402873	India
133840671	World

Source: The Global Competitiveness Report

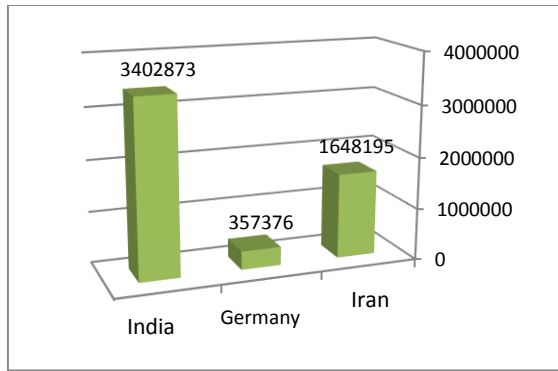


Figure 2. (m2)

4. GROSS DOMESTIC PRODUCT

Gross domestic product (GDP) is the Rial value of all goods and final services as produced over on year in a definite Geographical location of a country. GDP is the Rial value of all final goods and services over one year as produced by the national economy resources. GDP is measured by three methods of production, cost and income (Ghodrat, 1997). As the GDP of an economy indicates the capacity of the factors in production of goods and products (labor, capital level, environmental indices and social indices), it is shown to what extent an economy is oriented in absorbing the direct foreign investment (Griffin, 2003) Table 3 shows that this index is descending in Iran during 2011-2015, in Germany, it is ascending by 2014 and then descending but in India, there is an ascending trend (Figure 3).

Table 3. GDP of countries (Billion Dollars)

	2011	2012	2013	2014	2015
Iran	482.4	548.9	366.3	404.3	387.6
Germany	3577	3400.6	3636	3859.5	3357.6
India	1676.1	1824.8	1870.7	2049.5	2090.7

Source: The Global Competitiveness Report

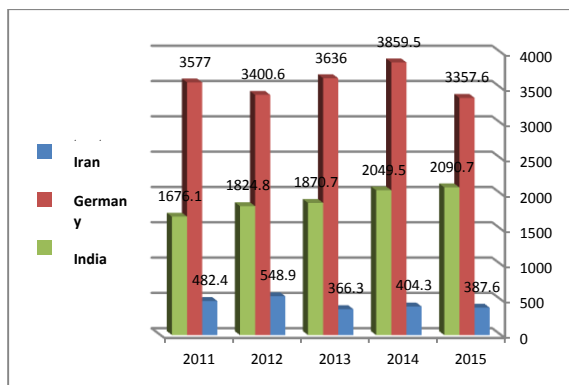


Figure 3. GDP (Billion dollars)

5. GROSS DOMESTIC PRODUCT PERCAPITZ

GDP per capita is achieved by dividing GDP by the number of population (Software database of the world database CD/ROM WDI, 2008). GDP is the share of one by one of the members of population of a country of GDP of the country. GDP per capital indicates the average life style (life level) of a population. Change of this index indicates the change in national economic growth of a country (Griffin, 2003). This index is increased in Iran during 2011-2015 and then it is reduced seriously. This trend is observed in Germany but in India, this index was increased. These explanations are shown in Table 4.

Table 4. GDP per capita (US dollar)

	2011	2012	2013	2014	2015
Iran	6360	7211	4751	5183	4877.1
Germany	43742	41513	44999	47590	40996.5
India	1389	1492	1505	1627	1617.3

Source: The Global Competitiveness Report

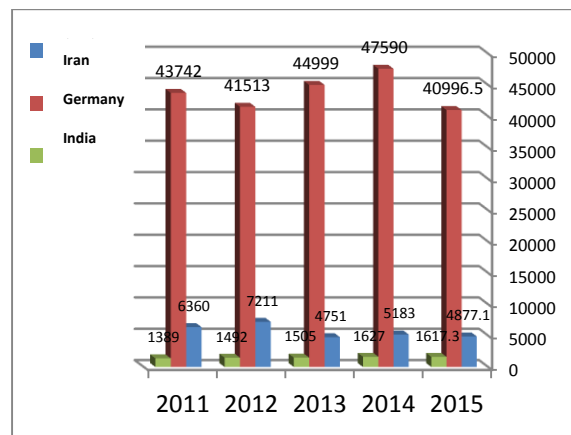


Figure 4. GDP per capita (US dollar)

6. GROSS DOMESTIC PRODUCT (PURCHASED POWER PARITY)

From regional aspects, this index presents a general evaluation of the share of a country of global economy. Based on the share of population of each country of the world population, we can achieve better evaluation of its economy in the world (Mir, 1999). GDP per capita presents the average welfare of the countries based on the real purchase power of their national currency based on purchase power parity and it is a good criterion to evaluate the average welfare of a country (Mir, 1999). As shown

in Table 5, Iran, Germany countries have experienced relatively constant trend but India was ascending in the five years.

Table 5. Gross Domestic Product (purchased power parity)(%)

	2011	2012	2013	2014	2015
Iran	1.26	1.2	1.09	1.24	1.21
Germany	3.93	3.85	3.72	3.45	3.38
India	5.65	5.63	5.83	6.84	7.02

Source: The Global Competitiveness Report

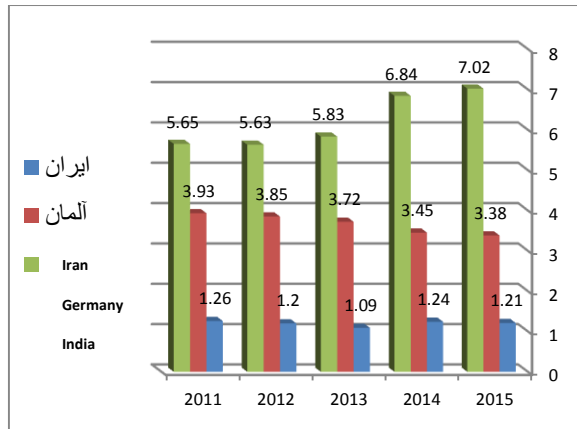


Figure 5. Gross Domestic Product (purchased power parity)

7. LOCAL SUPPLIER QUANTITY

As previous theories have referred to the limited dimensions of local market as size and primary market for new products, Porter theory introduces a wide range of local demand variables as effective on the performance of international competition as the rate of Local demand growth, demand constituents, flexibility of local customers and initial structure of local market. As the enterprises are sensitive to the needs of their closest customer, the features of local demand is effective on formation of features of local products including innovation and quality (Mir, 1999). Table 6 indicates that the rank of Germany in these five years is on top and this shows the superiority of local resources of this country. India has the highest rank, but Germany has the highest rank after India in 2012.

Table 6. Local supplier quantity (Rank)

	2011	2012	2013	2014	2015
Iran	46	57	87	73	66
Germany	2	5	2	2	2
India	10	2	72	54	36

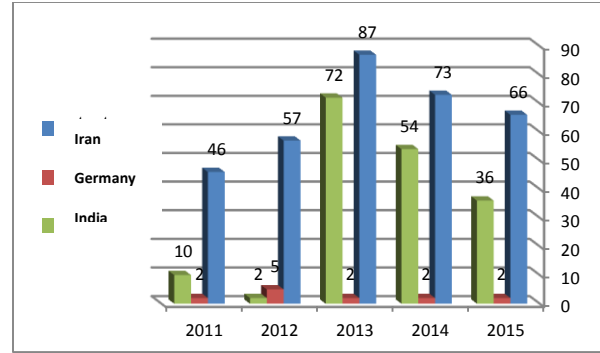


Figure 6. Local supplier quantity (Rank)

As shown in Table 7, the score of this index in Iran during five years is less than the rank of two other countries and it has descending and fixed trend. Germany in 2012, after India and since 2013, has achieved the highest scores but India had the highest rank in 2012 and since 2013, it was after Germany.

Table 7. Value of local supplier quantity (Value)

	2011	2012	2013	2014	2015
Iran	5	4.8	4.5	4.5	4.5
Germany	5.8	5.6	5.6	5.8	5.7
India	5.6	5.7	4.6	4.6	4.8

Source: The Global Competitiveness Report

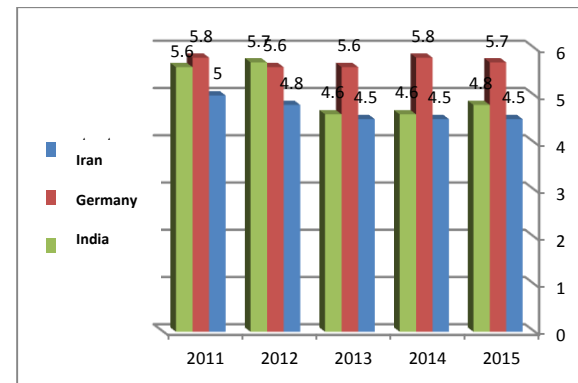


Figure 7. Value of local supplier quantity (Value)

8. LOCAL SUPPLIER QUALITY

The term quality has many different meanings. In economy, quality is the suitability, it means that set of features of goods and services increasing the demand of the goods and services and being sold. In economic field, quality has two complementary concepts: First-quality is the features of product (qualitative features) meeting the demands of customer and leading to the customer satisfaction. Here, the goal is high quality, high satisfaction in a

customer and increased income expectation. Creating better features of quality requires investment and costs increase. Thus, high quality requires cost but it is used for high income. Here, quality is relevant with income. Second, quality is no defect or error. Defect results into the followings: Waste, repair, re-use, returned product, dissatisfaction of customer, complaint and losing customer and all these items are costly. High quality leads to fewer defects and less cost. Here, quality is associated with costs. The community of US quality control defines quality as: Total features of a product or service meeting the demands of customer. This definition indicates that a company can achieve total quality, if the products and services are consistent or higher than the customer expectations. From the view of marketing management, quality of goods is one of its important aspects effective on the behavior or decision making of the consumer and this leads to high investment in this field (Hill, 2006). As shown in Table 8, Germany, Indian and Iran, respectively had the highest to the lowest quality score and considerable growth is not observed in this regard.

Table 8. Value of Local supplier quality (Value)

	2011	2012	2013	2014	2015
Iran	3.8	3.6	3.4	3.6	3.7
Germany	6.1	6	6	6	5.9
India	4.5	4.4	4.2	4.3	4.4

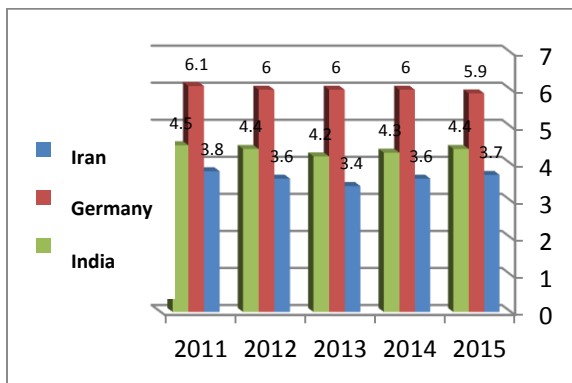


Figure 8. The value of local supplier quality (Value)

Table 9 indicates that the rank of Iran has decreased from 123 to 107 in 2015 and India has achieved from 69 to 59 and German has the highest rank, 4.

Table 9. Rank of local supplier quality (Rank)

	2011	2012	2013	2014	2015
Iran	123	128	132	121	107
Germany	4	4	4	4	4
India	69	76	78	66	59

Source: The Global Competitiveness Report

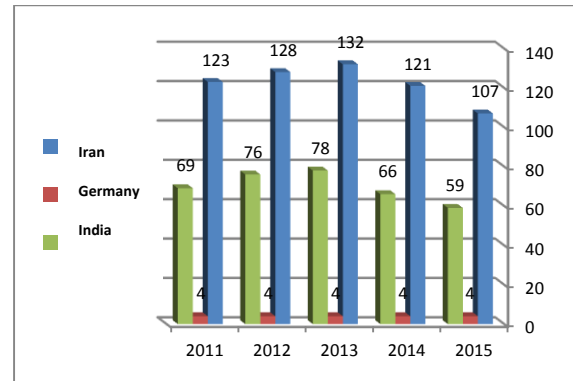


Figure 9. Rank of local supplier quality (Rank)

9- Nature of Competitive Advantage

Industrial cluster is a set of business units concentrated in a geographical region and an industrial orientation and with the collaboration and completion of activities of each other can produce and supply goods and services and have common challenges and opportunities (Mansuri, 2007). Based on different definitions of cluster, we define the concept of cluster as: Cluster is a concentration of business units as concentrated as geographical and producing and supplying some goods and services based on mutual activities and they encounter common challenges and opportunities (Ghasemi, 2006). The exact method of development of each cluster depends upon the special conditions of the cluster and the development of clusters include the concentration or geographical concentration of the enterprises, embryonic stage, growth and development of cluster, maturity, decay and renovation stage of cluster and forming new clusters. Commercial clusters are the consortiums of the companies as voluntarily with the selection of each other in some areas of a region. These clusters are based on getting members and are supported by the institute as created by paying membership fee (Schmitz, 2002). Table 10 shows that in five consecutive years, Germany has the highest score to India and Iran. Three countries had fixed trend.

Table 10. Value of cluster development (Value)

	2011	2012	2013	2014	2015
Iran	3.4	3.4	3.4	3.6	3.6
Germany	5.1	5.4	5.5	5.5	5.4
India	4.5	4.9	4.5	4.4	4.5

Source: The Global Competitiveness Report

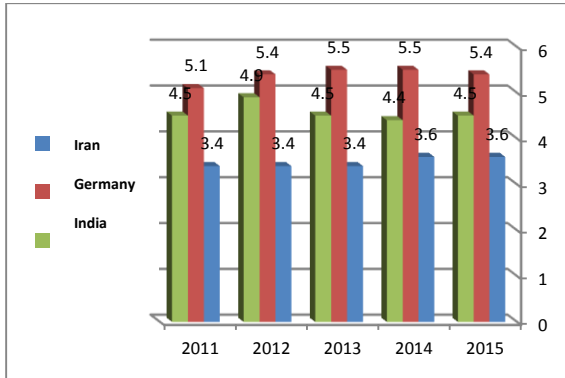


Figure 10. Value of cluster development (Value)

Also, Table 11 shows that Germany rank is higher than the rank of India and Iran in five consecutive years.

Table 11. Rank of cluster development (Rank)

	2011	2012	2013	2014	2015
Iran	85	99	97	82	81
Germany	8	4	3	3	4
India	29	16	27	29	27

Source: The Global Competitiveness Report

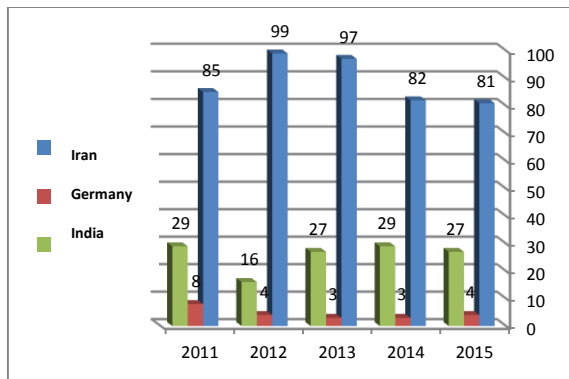


Figure 11. Rank of cluster development (Rank)

10. NATURE OF COMPETITIVE ADVANTAGE

According to the definition of Meriam and Webster dictionary “advantage” is defined in situation and conditions and then factor or benefit conditions and “competition” is referred to a process or action among the rivals. Based on the combination of these two terms, some conditions lead to the competition between two or some people, organization, etc. and this leads to the superiority of one of them and an advantage is created. Competitive advantage is a factor leading to the product preference (goods or services) by customer for a company to the rival and it is formed where the product purchase creates much value for the customer compared to the product of the other competitors (Dalvi, 2010). In Market-based economy, the enterprises compete to absorb more customers and they control each other behavior and take various strategies to achieve success. Production of the goods with the best quality and present the services with lowest cost are the factors playing important role in creating healthy investment space among the enterprises. Dynamic competition is with the change of competition nature as it not only emphasizes on the relationship between costs and price, it gives much importance to the capability of enterprises on learning, consistency with the market conditions and innovation. Under such framework, competitiveness considers the capabilities of the enterprises to increase the capacities of technology and produce the high quality goods and services to be a winner in international competition (Jafari, (2011). As shown in Table 12, it is concluded that during 2011-2015, Germany has the highest score and Iran has the lowest score after India.

Table 12. Value of competitive advantages (Value)

	2011	2012	2013	2014	2015
Iran	3.1	3	3	3	2.9
Germany	6.1	6	6	6.1	5.9
India	3.4	3.4	3.9	3.8	4.2

Source: The Global Competitiveness Report

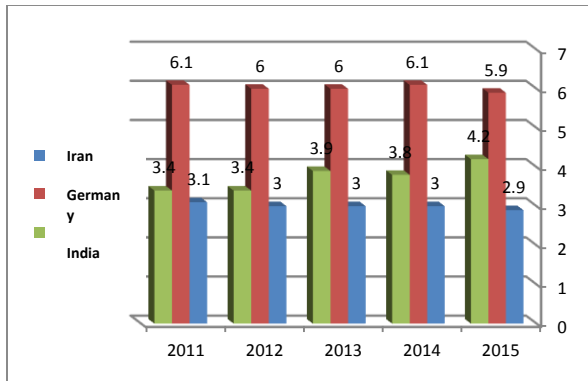


Figure 12. Value of competitive advantages (value)

Also, Table 13 indicates high rank of Germany and low rank of Iran during 2011-2015.

Table 13. Rank of competitive advantage nature (Rank)

	2011	2012	2013	2014	2015
Iran	100	116	110	104	105
Germany	4	4	7	7	10
India	75	80	44	47	36

Source: The Global Competitiveness Report

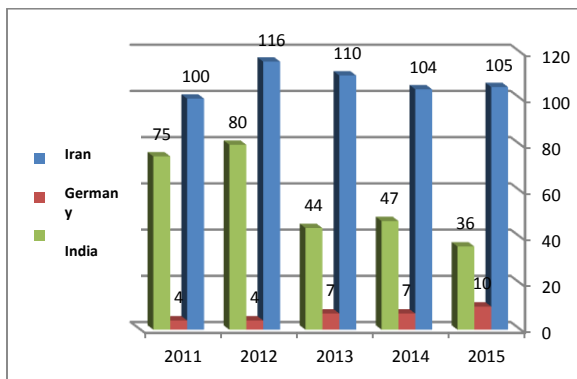


Figure 13. Rank of the nature of competitive advantage

11. VALUE CHAIN BREADTH

Value chain is a capable tool in representation of the processes, activities and different operation of business via the evaluation of some factors including design and production, marketing, change and after-sale services and it is a good tool in strategic analysis (Michael Porter location, 1998).

A value chain in the company indicates a set of activities and operation inside the institute. Via assigning capital and operating costs of the company to the separate activities in the chain, value chain can estimate costs for each activity. The main concept of

value chain is the identification of all basic activities to create value among the customers and the relevant supportive activities (Rezvani, 1995). As shown in Table 14, Germany has the highest value and Iran has the lowest value during 5 years.

Table 14. Chain value breadth (Value)

	2011	2012	2013	2014	2015
Iran	3.2	3.2	3.2	3.3	3.5
Germany	6.1	6.1	5.9	5.9	5.8
India	4.1	4.2	4.1	4.4	4.6

Source: The Global Competitiveness Report

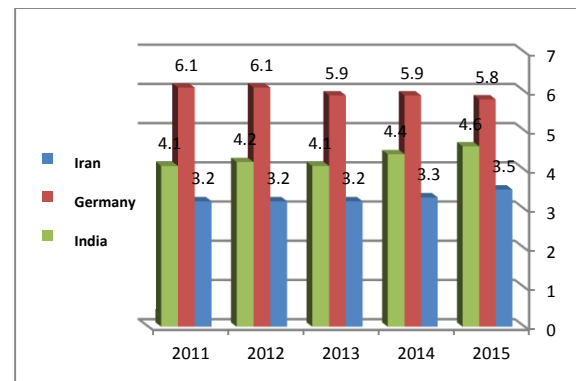


Figure 14. Chain value breadth (value)

Also, Table (15) shows that in terms of rank, we have Germany, then India and finally Iran.

Table 15. The rank of value chain breadth (Rank)

	2011	2012	2013	2014	2015
Iran	107	112	120	112	100
Germany	1	1	2	3	5
India	38	40	43	29	26

Source: The Global Competitiveness Report

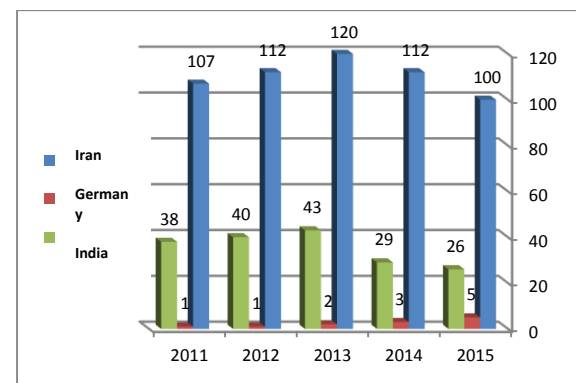


Figure 15. The rank of value chain breadth (Rank)

12. CONTROL OF INTERNATIONAL DISTRIBUTION

Control activity includes a set of policies, methods and rules with reasonable assurance to the fulfillment of the goals of company including three types of control: Operating (operation control of the office or institute), financial information (a set of activities controlling a suitable financial reporting system and protection of assets of institute), observing the rules (the activities assuring observing the rules and ethical regulations) (Rezayi, 1995). Distribution network, a wide set of different factors in distribution received the products from the suppliers and manufactures as input as output present the products to the customers and users (Amato, 2009). If a country has powerful organizations and industries for successful presence in international markets, the economic power of the country is increased. Competition of healthy markets (local and international) is important to stimulate the market efficiency and can increase investment and commercial productivity by assuring this issue that the successful enterprises are those producing the high quality goods of market (Shahabadi, 2013). Table 16 indicates that the value of Germany is higher than that of India and Iran but the score of Germany and India is constant and Iran has descending trend.

Table 16. Value of international distribution control (value)

	2011	2012	2013	2014	2015
Iran	4.7	4.4	4.4	3.7	3.2
Germany	5.3	5.2	5.2	5.5	5.6
India	4.2	4.4	4.2	4	4.4

Source: The Global Competitiveness Report

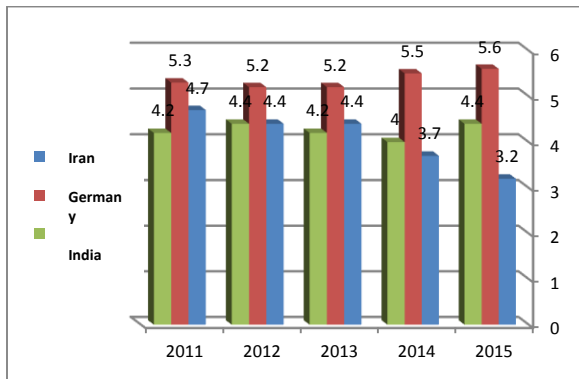


Figure 16. The value of international distribution control

Also, Table 17 shows that the highest rank is dedicated to Germany and the lowest rank is dedicated to Iran.

Table 17. The rank of international distribution control

	2011	2012	2013	2014	2015
Iran	21	34	44	81	101
Germany	3	4	6	3	1
India	51	38	50	48	28

Source: The Global Competitiveness Report

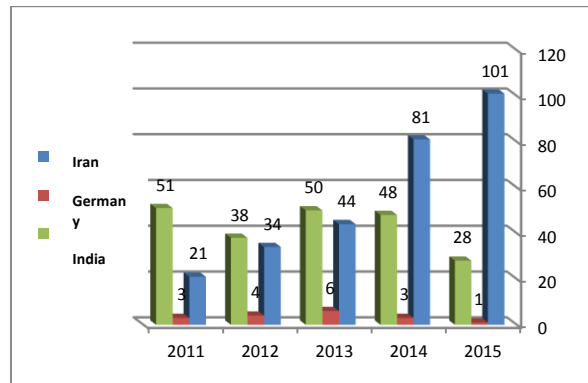


Figure 17. Rank of international distribution control (Rank)

13. PRODUCTION PROCESS SOPHISTICATION

Sophistication is occurred in natural or anthropogenic systems like social structures, it is possible that there are small or big sophisticated systems as interacting in sophisticated systems, big and small components with each other. Their physical form is regular or irregular. The systems with high components are sophisticated. Sophisticated systems are open and change continuously. Sophisticated systems have their special paradox as rapid and slow processes or regular forms beside the irregular forms, the different components of a sophisticated system are relevant and interact with each other and synergy is dominant on them. The experiences of interactions are not consistent with each other. Most of the sophisticated systems behavior or change differently but there are similar functional relationship on them (Cambel, 1993). According to this definition, Table 18 shows that the value of Germany is higher than that of two other countries including Iran and India and one of the reasons is technology progress and complex and extensive technology of productive processes of this country.

Table 18. The value of production process sophistication (value)

	2011	2012	2013	2014	2015
Iran	3.6	3.6	3.6	3.7	3.6
Germany	6.4	6.3	6.2	6.2	6.1
India	4.1	4.1	4	3.9	4.3

Source: The Global Competitiveness Report

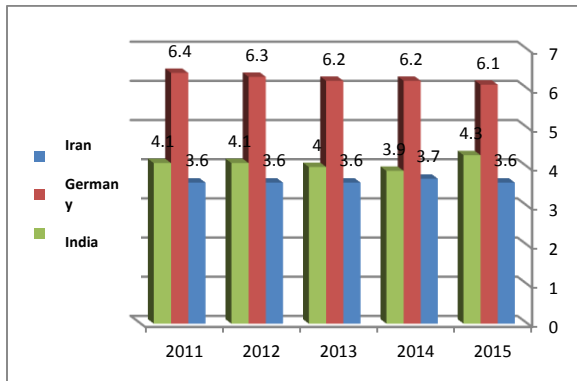


Figure 18. The value of production process sophistication

Also, Table 19 shows that the rank of Germany in this index is higher than two countries of India and Iran.

Table 19. The rank of production process sophistication (Rank)

	2011	2012	2013	2014	2015
Iran	71	80	89	79	78
Germany	3	3	4	3	7
India	46	52	62	61	45

Source: The Global Competitiveness Report

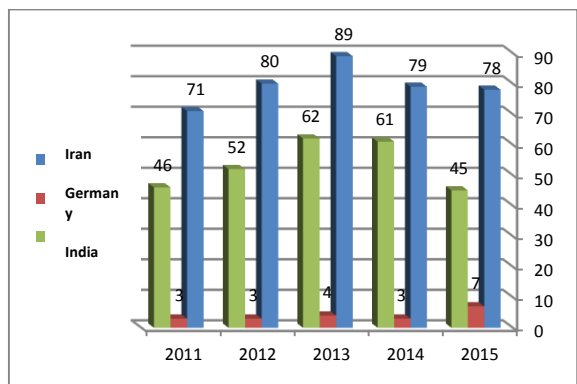


Figure 19. The rank of production process sophistication (Rank)

14. EXTENT OF MARKETING

Marketing is regarding the exchange process between the buyers and sellers and it is an effort adapting supply with demand. The topic of this exchange is goods, services, technologies, commercial systems, people, information, concepts or ideas (Boone, 2002). This index is shown in Table 20(value) and shows high value of Germany compared to that of India and Iran during 2011-2015.

Table 20. The value of extent of marketing (value)

	2011	2012	2013	2014	2015
Iran	3.4	3.4	3.5	3.5	3.6
Germany	5.7	5.7	5.6	5.5	5.5
India	4.4	4.4	4.1	4.2	4.5

Source: The Global Competitiveness Report

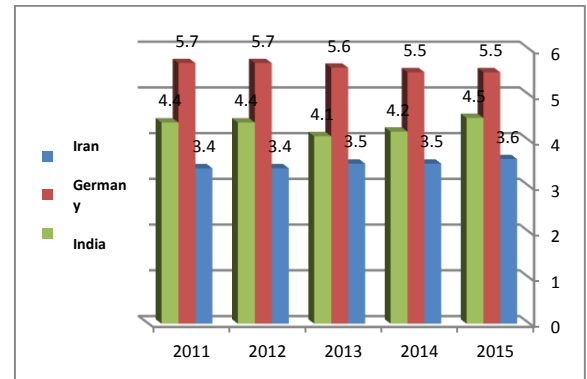


Figure 20. The value of the extent of marketing (value)

This index in Table 21 shows the reality that the rank of Germany is the highest in the world ranking, and then India and finally Iran are in other rankings.

Table 21. The rank of extent of marketing (Rank)

	2011	2012	2013	2014	2015
Iran	113	120	116	126	130
Germany	7	6	7	7	7
India	48	52	81	82	61

Source: The Global Competitiveness Report

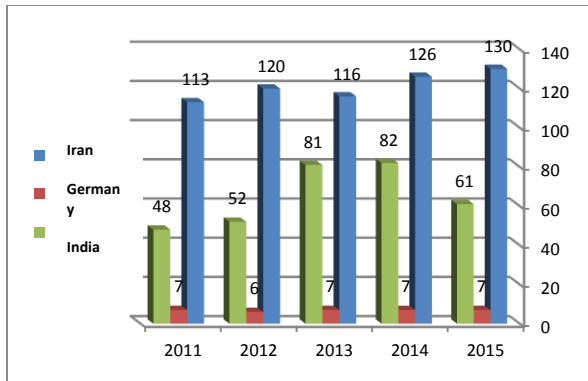


Figure 21. The rank of the extent of marketing (Rank)

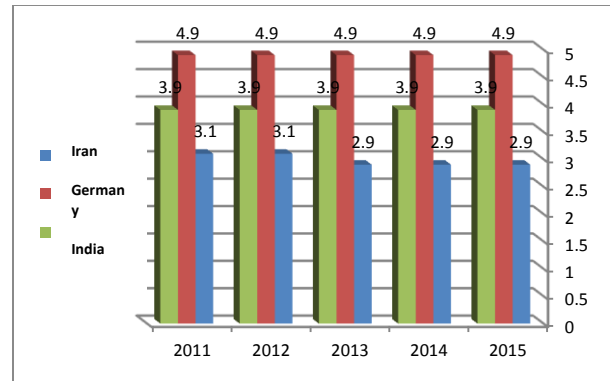


Figure 22. The value of willingness to delegate authority (value)

15. WILLINGNESS TO DELEGATE AUTHORITY

Delegate authority means the required power for decision making and affairs in a definite period is delegated to a person. Delegating duties and responsibilities has many considerable benefits for the relevant people. This causes that decision making is performed at the level in which the details of information are recognized and the delay in decision making is reduced due to the close relationship between the delegated authorities to the execution of the relevant activities (Jeremy, 2001). The comparison of this index regarding Iran, Germany and India is shown in Table 22 and this indicates high value of German compared to that of other countries.

Table 22. The value of willingness to delegate authority (value)

	2011	2012	2013	2014	2015
Iran	3.1	3.1	2.9	2.9	2.9
Germany	4.9	4.9	4.9	4.9	4.9
India	3.9	3.9	3.9	3.9	3.9

Source: The Global Competitiveness Report

As shown in Table 23, Germany has better situation in the global ranking compared to that of Iran and India. Iran is in the lowest rank with high distance

Table 23. The rank of willingness to delegate authority (Rank)

	2011	2012	2013	2014	2015
Iran	120	131	134	132	130
Germany	16	16	19	19	19
India	50	58	57	56	56

Source: The Global Competitiveness Report

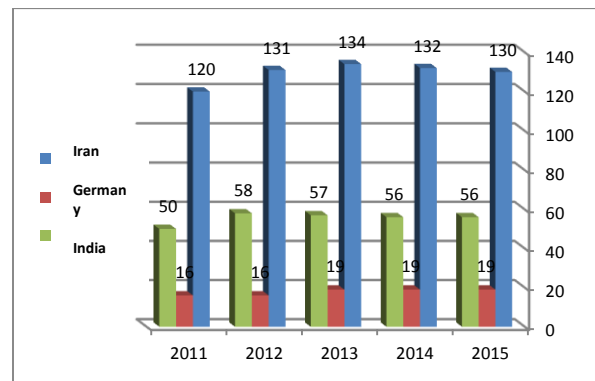
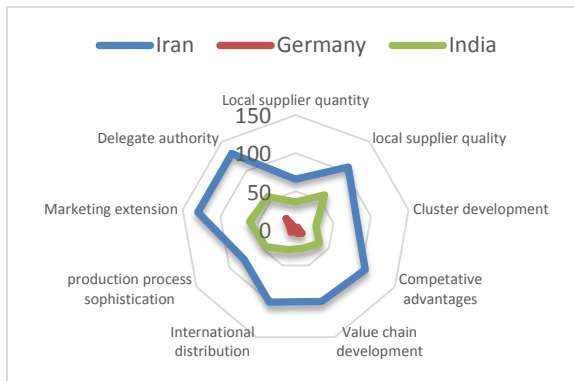


Figure 23. The rank of willingness to delegate authority (Rank)

Table 24. The comparative analysis of ranks of business skills of Iran, Germany, India with the emphasis on trade index in 2015 (Rank)

Country	Local Supplier Quantity	Local Supplier Quality	Nature of Competitive Advantage	Nature of Competitive Advantage	Value Chain Breadth	Control of International Distribution	Production Process Sophistication	Extent of Marketing	Willingness to Delegate Authority
Iran	66	107	81	105	100	101	78	130	130
Germany	2	4	4	10	5	1	7	7	19
India	36	59	27	36	26	28	45	61	56

Chart 24. The comparative analysis of ranks of business skills of Iran, Germany, India with the emphasis on trade index in 2015 (Rank)

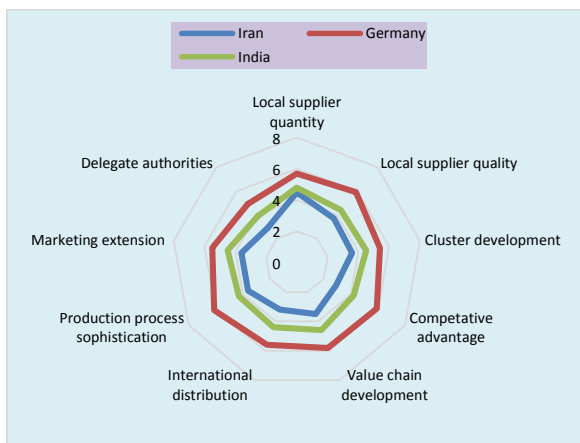


As shown in Table and Chart 24, the development rank of the business skill indices in Iran in 2015 is better than two other countries and India had better rank compared to that of Iran in 2015 based on the development of existing indices. Finally, Germany had the best rank compared to Iran and India in terms of development of business skill indices.

Table 25. The comparative analysis of the value of business skills of Iran, Germany, India with the emphasis on trade index in 2015 (Value)

Country	Local Supplier Quantity	Local Supplier Quality	Nature of Competitive Advantage	Nature of Competitive Advantage	Value Chain Breadth	Control of International Distribution	Production Process Sophistication	Extent of Marketing	Willingness to Delegate Authority
Iran	4.5	3.7	3.6	2.9	3.5	3.2	3.6	3.6	2.9
Germany	5.7	5.9	5.4	5.9	5.8	5.6	6.1	5.5	4.9
India	4.8	4.4	4.5	4.2	4.6	4.4	4.3	4.5	3.9

Chart 25. The comparative analysis of the value of business skills of Iran, Germany, India with the emphasis on trade index in 2015 (Value)



As shown in Table and Chart 25, the development value of the business skill indices in Iran is less than two other countries in 2015. India was in better condition based on the development of business skill indices in 2015 and finally, Germany had better condition in terms of the development of business skill indices compared to Iran and India.

16. CONCLUSION

Based on the results of evaluation of business skill indices (Trade), Iran is in the third rank in terms of rank and value except in GDP per capita, it is located in the second rank after Germany. As an advanced industrial country, Germany is in the first rank. India with high population is in the second rank and Iran is in the third rank. Iran has great benefits in goods production. It is one of the rich countries in natural resources, oil, gas, mineral and non-mineral materials. Regarding human resources, Iran has young population. Due to the special Geographical position of Iran and its location in the east to west and proximity to sea from the north and south, it is one of the best strategic positions for export. The influence of sanction is observed on some factors including the identification of buyers, potential market, access to commercial financial resources, high costs with the delay of international transportation and other factors. Also, sanction had adverse effect on import.

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