
Hasan Ali Aghajani* Mehrdad Madhooshi** Mona Isazad Mashinchi***

*Associate Prof., industrial Management, Faculty of Economic and Administrative Sciences, Mazandaran University, babolsar, Iran
** Prof., industrial Management, Faculty of Economic and Administrative Sciences, Mazandaran University, babolsar, Iran
***Master student of industrial Management, Faculty of Economic and Administrative Sciences, Mazandaran University, Babolsar, Iran, Corresponding author: monaisazad@yahoo.com

Abstract
International Entrepreneurship is a growing and important research subject that provides big chances to researchers in order to use and combine theories of other fields as well as a theoretical framework. Internationalization is an important subject in international business. A significant number of managers and entrepreneurs have diagnosed the opportunities in international markets and will use their accessibility to these international marketing as a strategic tool for competitiveness and development of their business. Determining and explanation of internal subsidiary components and variables that is deterrent in development of International Entrepreneurship in the dairy industry of Guilan and Mazandaran in Iran and also providing effective recommendations to managers of dairy industries of Iran (especially in Guilan and Mazandaran) in order to decrease the effects of International Entrepreneurship Development variables in dairy industry. The method of study is based on reviewing the current literature and research is a kind of descriptive survey. The population of managers and experts in dairy industries of Guilan and Mazandaran (Pegah, Sara, Kaleh) is 140 that only 130 questionnaires return to us. By collecting the questionnaires of these 103 managers and experts we analyze the hypotheses of research. One-sample t-test has been used for analyzing the data and hypotheses. The test is run in R Programming Language software. It has been clarified that among internal barriers (information barriers, financial barriers, and marketing barriers) in International Entrepreneurship Development of dairy industries, the effect of information barriers is insignificant and also financial barriers and marketing barriers have most significant effects on International Entrepreneurship Development, respectively. Also, among the factors that show marketing barriers (product, prices, distribution transportation, and development) the distribution has insignificant effect on internationalization and also the development factor have most effect in comparison with four others that are in rank two to four (product, transportation, and price) respectively. Based on the ranking and the importance of each barrier factors, it is necessary that an appropriate solution to be determined in order to decrease the factor’s effects on internationalization. This could help to develop internationalization, cross-border activities and as well as economic promotion.
Keywords: International Entrepreneurship; Information barriers; financial barriers; Marketing barriers

References


