

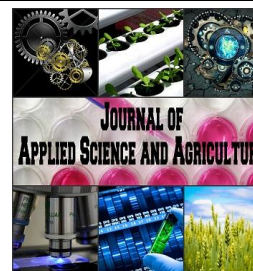


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### The Role of Export Promotion Electronic Customs Systems Professionals and Exporters in the Province of Gilan

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#### ABSTRACT

**Background:** Customs as a commercial gate way, has long played a significant role in foreign trade and in turn, the economy of country. So the key issue of comparative advantage with respect to increasing trade, creating areas for expansion of world trade, is inevitable and this requires huge quantities of commodities is the proper customs.

**Objective:** Therefore, this study examines the role of electronic customs systems and exporters on export development professionals in the province deals. **Results:** The aim of this study insights, practical and based on data collected is descriptive. The research population consisted of 170 experts in exports is intended sample size of 118 was calculated according to the formula of Cochran. Data in this study using Cronbach's alpha reliability of the questionnaire These are .913 Obtained. Spss21 software was used for data analysis, enjoy. In this study, descriptive statistics including frequency, mean, standard deviation to represent the state variables and analytical methods have been used to derive the results of the samples. Inferential tests used, binomial test to test the hypotheses, multiple regression and Friedman test to rank the benefits and opportunities of e-Customs to develop exports of goods and services used. **Conclusion:** Results from the study showed, as was expected, Customs agents in a way that significantly facilitated the export of electronics, communications, efficient, and timely information to exporters and transparency of the activities affected. Also, a significant and positive relationship between electronic customs system established by the Export Development found.

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#### INTRODUCTION

Business growth and market development compared to manufacturing in recent decades has caused companies and financial institutions in the world at large to invest heavily in their commercial services and for the benefit of the best and most modern facilities and customer use(Customs Journal,2013). The purpose of the application of e-commerce, is offering a new way of doing business. By this method, Merchants whose products and services can take the form of full-time and to all customers regardless of geographic boundaries and nations around the world supply (Bodegraven,1998). With a system perspective, it is clear that to achieve strategic and comprehensive capabilities across the global exchanges, Substrate should be our capital, technology, management, law, and provides for subdivisions and all electronic components and process import and export Leap strategy aims to provide access to(Biljan,2012).

In the context of today's business environment, the government's focus should be on improving business competitiveness. Business competitiveness, including a competitive advantage in cost, time and quality performance increase in log exports and inputs for domestic industries. Improve business competitiveness to gain a comprehensive view of the overall strategy of the business development needs(Hau,1998). Business Development Strategy as a comprehensive approach to the development of sustainable trade flows at different stages of economic development of appropriate and effective, defined(Hellberg,1991). The trade facilitation as one of the main components of a comprehensive strategy for commercial development known(Karami,2011). Export development goals seek to improve the economic situation is such purposes: Contribute to the further industrialization of the country, creating full employment and reduce unemployment, increase value-added

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manufactured goods and improving the quality of manufactured goods may be exported; Currency exchange technology rather go for Export products, created background for new investments, etc(Hosseiny,2012). To export a mutation strategy with the reasonable and acceptable progress, plans and objectives of the country's export rebound due to the competitive environment of today's world realized, The country with the capabilities and capabilities to compete in a dynamic and competitive business environment in the world, with the to our country to its rightful place and role in foreign exchange gains(Henningsson,2011).

*Several researchers in the field of research that continues to have some of them are:*

United Nations Conference on Trade and Development in 2006, in a survey entitled "ICT solutions to facilitate trade at border crossings and ports" whether the significant results; Immediate clearance of goods through customs, preparation of detailed statistics of trade and customs, the use of risk management techniques is achieved.

Top Raus, Flügge and Boutellier , in 2009, in an article entitled "Electronic customs innovation: the improvement of public infrastructure", Paid. This paper discusses the development of innovative e-government and e-customs standardized comprehensive joint was. In order to achieve this goal, the European governments have proposed a model of e-government. The main objective of this paper is to identify facilitators and barriers that can influence the adoption of e-customs solutions are standardized.

Henningsson & Henriksen, In 2011, in an article entitled "meme and More Flexible Information Infrastructure: Customs studied Electronics Europe "began. In this paper, the theories of the effects of information technology meme and flexible description of the principles of knowledge in the areas examined. First, a general understanding of how to integrate the results of theoretical and the practical interpretation of dualistic pattern of behavior within the framework of information technology and information infrastructure as flexible. Second, drawing conclusions about how the introduction of IT innovation may contribute to the erosion of business information infrastructure.

Henningsson & Henriksen in 2012, in an article entitled "Customs Risk Management and Performance Improvement", presented a case study in the Republic of Macedonia; In this paper, the relationship between the behavioral and social science subjects studied in the area of customs has a direct impact on improving system performance.

Europe and the EU Commission in 2013, in an article entitled "Electronic Customs Multi-Year Strategy Plan", which is an annual amendment. The article states that the basic objectives of the electronic customs procedures and simplification of customs procedures and Flexible system access to users across the Europe Union's economy. The amendment to States Parties with a detailed schedule of the Customs Electronic pledged to make decisions, The key elements for the success of this project.

Arkiyuli and colleagues in 2013, in an article entitled "Triggers and Barriers Affecting the Use of Electronic Customs" In this study, using multivariate analysis on the process of customs offices examined.

Customs role to the extent that the speed and efficiency as a measure of foreign trade activities in each country and or even why it is considered the country's macroeconomic Customs automation is a vital component of any program of trade facilitation(Elahi and Hassanzade,2007).

Since one of the basic factors of development of Export Promotion placed in every country, so the identification of factors that might influence the development of exports is of utmost importance.

According to above present study tries to answer the question of whether a duty is the development export?

## *2.Methodology:*

In an era known as the age of communication and information as a commodity by the seller at one end of the globe to buy a few seconds beyond the reaches of the Universe, But stay away from the traditional methods of global economic cycles and Further loss of market share resulting in no other business(Customs Journal,2013).

The aim of this contribution to the development of an electronic customs export and Secondary objectives of this study identify the electronic effects of the everyday processes of customs on export promotion, Identify the impact of e-Customs to establish efficient communication between relevant agencies in the development and export of electronic customs identification impacts on the timely notification to exporters and identify the impact of electronic Customs Clearing activities related to the development of export.

The main hypothesis of this research: electronic customs will develop exported.  
Secondary research hypothesis is as follows:

1. Electronic the processes of development will be issued daily.
  2. Customs electronic creates efficient communication between the relevant agencies.
  3. which is causing timely notification to the issuer.
  4. electronic Customs Clearing is active in the development of exports.
- All research is based on objective, practical and based on data collected is descriptive.

The study population included 170 experts in exports is intended sample size of 118 was calculated according to the formula of Cochran.

Questionnaire is a self-made questionnaire used in this study and 20 questions is designed. In the questionnaire, to measure variables, 9 questions for a range of processes, customs, everyday, 2 questions for efficient communications for the relevant variables, 2 questions for the variable timely notification to exporters, 7 questions to clarify the variables related to export activities are based on a 5 point Likert variables were examined. In order to assess reliability, a prototype of the pre-test consisted of 30 questionnaires were distributed and then using the data obtained from the questionnaire, The Cronbach's alpha reliability coefficient was calculated by using the number 0/913 Spss21 was obtained. For data analysis, and the use of statistical analysis software was used Spss21. In this study, descriptive statistics including frequency, mean, standard deviation to show the status of variables and analytical methods have been used to derive the results of the samples. Inferential tests used, binomial test to test the hypotheses, Friedman test for multiple regression and ranking of advantages and opportunities to expand exports of goods and services used electronic customs.

### 3.Results:

#### Describe the variables:

##### 1. electronic of the everyday processes of customs on export development.

Frequency of subjects in response to statements by electronic representative of the everyday customs procedures to facilitate exports.

Questions	Very low	Low	To the extent	High	Very much
1. In your opinion, to what extent the establishment of an electronic customs system in the automation of routine duties related to the export of impact?	0	0	15	59	44
10. To what extent electronic customs system established in the immediate allocation of export has been effective?	0	1	20	46	51
11. The extent to which an electronic customs system established to improve the accuracy of risk assessment in the Customs export process is effective?	0	0	22	53	43
12. To what extent electronic customs system established custom integration at less cost to export is affected?	0	0	14	57	47
15. To what extent the establishment of an electronic customs system increases inventory turnover rate is the financial and business community?	0	0	17	55	46
17. How much electronic customs system established business opportunity is no boundary?	0	0	21	56	41
18. In your opinion, to what extent the establishment of an electronic customs system in facilitating trade and accelerating exports play an effective role is?	0	0	18	53	47
19 To what extent electronic customs system established administrative health promotion workforce is on the job?	0	0	15	63	40
Average	0	0.125	17.75	55.25	44.875
Percent	0	0.001	0.15	0.47	0.38

Table 38% too high, 47 percent high, 15 percent, somewhat less than half a percent of the respondents of the mail everyday processes of export duties on their low assessment. Since 85% of respondents to the mail everyday processes of export duties on high and very high assessed, It could be argued that the description of the electronic processes in everyday customs on export promotion has been effective.

##### 2. the establishment of an electronic customs system to create efficient communication.

Frequency based on students' responses to items representing the electronic customs system established to create effective communication

Table 38% too high, 51 percent of large and 13% of respondents to the establishment of an electronic customs system timely notification to the issuer partially evaluated. Thus, the description could be argued that the establishment of an electronic customs system of efficient communication is effective.

##### 3. the establishment of an electronic customs system on timely notification to exporters.

Frequency based on students' responses to items representing the electronic customs system established by timely notification to exporters

As shown in Table 37, the percentage is too high, 52 percent of large and 11% of respondents to the establishment of an electronic customs system timely notification to the issuer partially evaluated. Thus, the

description could be argued that the establishment of an electronic customs system was effective upon timely notification to the issuer.

Questions	Very low	Low	To the extent	High	Very much
How to establish an electronic customs system in establishing the connection between regulatory agencies have played a role?	0	0	13	63	42
How does the electronic customs system established in transforming the current staffing the operating mode of mechanized systems performance monitoring role is played?	0	0	18	57	43
Average	0	0	15.5	60	42.5
Percent	0	0	0.13	0.15	0.36

Questions	Very low	Low	To the extent	High	Very much
To what extent the establishment of an electronic customs system in order to realize rapid and accurate notification of export cargo has been effective?	0	0	15	59	44
To what extent the establishment of an electronic customs system, the availability of online customs regulations affected?	0	0	11	67	40
Average	0	0	13	63	42
Percent	0	0	0.11	0.52	0.37

#### 4. the establishment of an electronic customs system to clarify the issue of Export Promotion Activities.

Frequency of subjects in response to statements by electronic customs system established to clarify the roles of the Export Promotion Activities

Questions	Very low	Low	To the extent	High	Very much
1. In your opinion, to what extent the establishment of an electronic customs system in the automation of routine duties related to the export of impact?	0	0	8	72	38
10. To what extent electronic customs system established in the immediate allocation of export has been effective?	0	0	19	59	40
11. The extent to which an electronic customs system established to improve the accuracy of risk assessment in the Customs export process is effective?	0	1	23	59	35
12. To what extent electronic customs system established custom integration at less cost to export is affected?	0	1	16	62	39
15. To what extent the establishment of an electronic customs system increases inventory turnover rate is the financial and business community?	0	0	19	54	45
17. How much electronic customs system established business opportunity is no boundary?	0	0	17	47	54
18. In your opinion, to what extent the establishment of an electronic customs system in facilitating trade and accelerating exports play an effective role is?	0	0	13	59	46
19 To what extent electronic customs system established administrative health promotion workforce is on the job?	0	0	17	54	47
Average	0	0.25	16.5	58.25	43
Percent	0	0.002	0.14	0.94	0.36

Table 36% too high, 49 percent high, 14 percent, somewhat less than half a percent of the respondents to clarify the role of an electronic customs system established export promotion activities in low-and very low-evaluated. Thus, the description could be argued that the establishment of an electronic customs system based on transparency in the development of export activities have been effective.

#### 4 .Discussion:

##### The main hypothesis:

Electronic Customs Exports Promotion Gilan been effective. So every one of the strongest effects on the development of export cargo. Results obtained with the results of Zhang (2003), Bureau of Statistics and Machine (2012) and Karbassian (2009) is consistent.

*The first sub-hypothesis:*

According to the correlation coefficients obtained from the first sub-hypothesis testing research ( $R = 0.934$ ) with respect to that achieved significance level ( $\text{sig} = 0.000$ ) smaller than ( $\alpha = 0.05$ ) is . Thus, one can say with 95% confidence that the processes of everyday electronic customs influenced the development of exports. Results obtained with the results of United Nations (2003), Beheshtian (2010) and the Islamic Republic of Iran Customs Administration (2012) is consistent.

*The second sub-hypothesis:*

According to the correlation coefficients obtained from the second sub-hypothesis testing research ( $R = 0.733$ ) with respect to that achieved significance level ( $\text{sig} = 0.000$ ) smaller than ( $\alpha = 0.05$ ) is. Thus, one can say with 95% confidence that the establishment of the Customs Electronic System creates efficient communication between relevant agencies in the development of exports affected. The results of the research results Anescop (2010), Commission of the Union of Europe (2012) and Robert and Polansky (2012) is consistent.

*The third sub-hypothesis:*

According to the correlation coefficients obtained from third sub-hypothesis testing research ( $R = 0.691$ ) with respect to that achieved significance level ( $\text{sig} = 0.000$ ) smaller than ( $\alpha = 0.05$ ) is. Thus, one can say with 95% confidence that the establishment of the Customs Electronic System makes timely notification to affected exporters in export development. Results obtained with the results QuickList (2009), Commission of the Union of Europe (2012) and reviews of I.B.M (2013) is consistent.

*The fourth sub-hypothesis:*

According to the correlation coefficients obtained from the fourth sub-hypothesis testing research ( $R = 0.946$ ) with respect to that achieved significance level ( $\text{sig} = 0.000$ ) smaller than ( $\alpha = 0.05$ ) is. Thus, one can say with 95% confidence that the establishment of electronic customs system will bring transparency in export promotion activities are affected. The results of the research results Anescop (2010), Commission of the Union of Europe (2012) and Robert and the Islamic Republic of Iran Customs Administration (2012) is consistent.

*Conclusion:*

In this study, a review of scientific literature on the effects and benefits of electronic customs on exports of goods and services is investigated.

Results from the study showed, as was expected, Customs agents in a way that significantly facilitated the export of electronics, communications, efficient, and timely information to exporters and Clearing Activities affected. Also, a significant and positive relationship between electronic customs system established by the Export Development found.

Friedman priority mail, using four factors, which have been studied. The purpose of this test is to determine the priority and relative importance of each factor on the development of exports, the results of this test shows, Facilitate routine processes Export highest rank (3.97) among other factors, which are electronic.

The main obstacles to the development of exports of goods and services using electronic customs include not fully guaranteed for shipments sent through the mail system, The necessity of obtaining various certificates and licenses for the export of goods from various organizations, poor communication platform for electronic Customs export of goods and services, small business skills in the use of an electronic customs system, Security considerations, espionage, sabotage and criminal attacks and weaknesses of the cultural context for use Customs electronically.

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