





دانشگاه تهران





Λ

:

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

:

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

1.

..... (

..... (

..... (

:

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

..... (

:

..... (

..... (

..... (

11

(

(

(

(

(

(

(

(

(

(

(

(

(

(

(

(

(

(

(

.....(

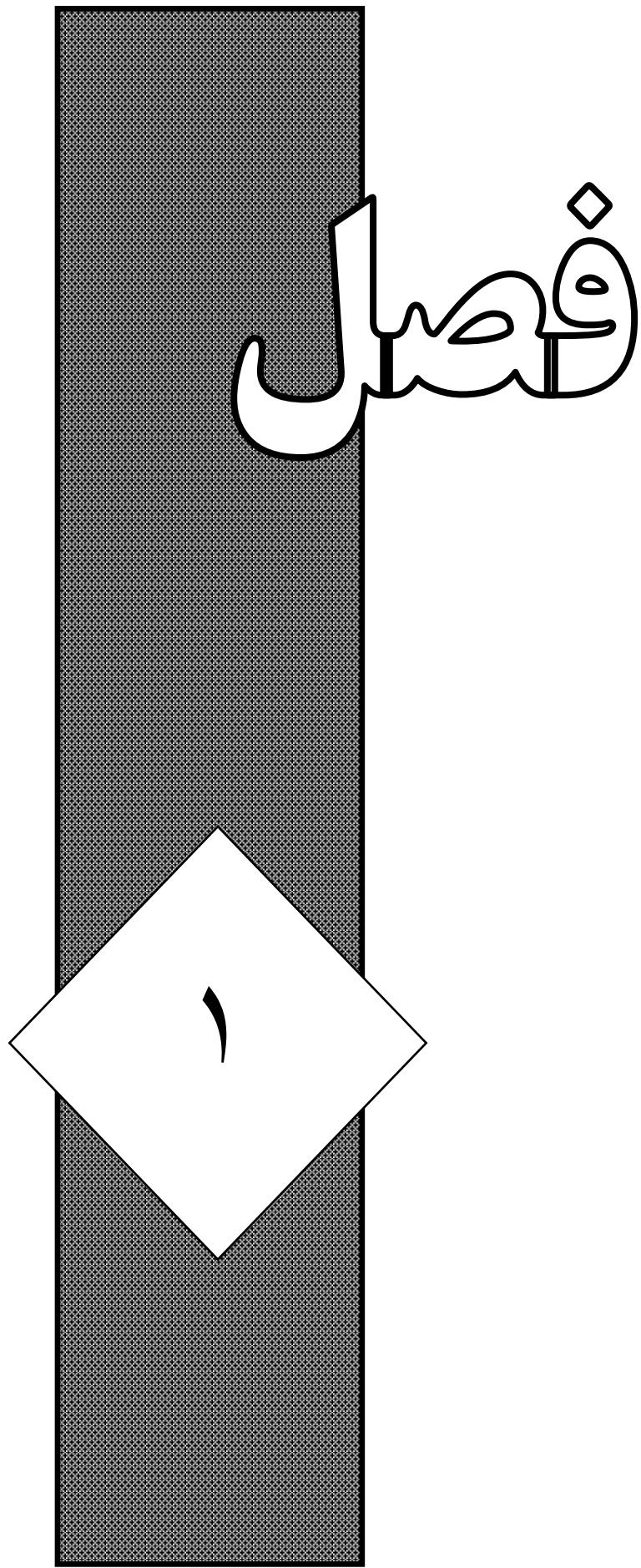
.....(

.....(

.....(

.....(

.....(



(

()

(,)

()

				()

() ()

,

.()

,

,

,

,

,

,

,

,

,

,

,

,

,

,

,

,

,

^۱- Wood

^۲- Robertson

^۳- Azhar

^۴- Proactive orientation

^۵- Reactive

)

.)

)

.)

.)

¹ -Aragon-Sanchez and Sanchez-Marin

·

:

(

·(,)

, ,

() ·()

)

(

,)

¹ -Competitive Strategy

² -Strategic Fit

³ -Strategic Choice

⁴ - Czinkota

⁵ - Ronkainen

⁶ - Brasch

⁷ - Cavusgil

⁸ - Zou

۲۱

:

(

(,)

,

()

)

(

(

(a)