

Iran's Accession to WTO and its Effects on Automotive Industry

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Abstract: The development of world trade and importance of international economy indicated that a country without international trade couldn't have an effective economic and commercial activity. Automotive industries are important among the other industries and have effective role in country's economy because of, having appropriation advantages in export, entering foreign currency and etc. The goal of this paper is investigating the effects of Iran accession to WTO on Automotive industries, mentioned goal will consider by variable factors such as increasing the competitive strength in automotive industry, increasing the Quality of domestic cars, increasing the share of Iranian cars in foreign sale markets, decreasing the share of Iranian cars in domestic sale market, increasing foreign investment, reforming customs rules, reducing the prices of domestic car, increasing the select level and customer satisfaction. The type of this paper is descriptive-cognition and the related information for this scope have been collected by using library resources such as books, scientific journals and moreover for collecting necessary data in order to accept or reject the research hypotheses a questionnaire made by researchers have been used. The statistical society of research includes experienced managers from automotive sales agencies in Isfahan province and the method being used has been random sampling. Results of this research shows that Iran accession to WTO has influence in above mentioned variables.

Key words: Automotive industry, WTO, Exportations, Customs.

INTRODUCTION

Today, one of the most controversial and important issues in industries and economic, is trading in global market. There are many questions about this topic like "What would be the outcomes after entering such this market ? What are the challenges that developing countries are faced to? The extension of economical, social and political relations between countries, and linking the nations together caused varied demands for goods and services. Since the countries don't have the ability of responding to such variety, finding appropriate methods to use total abilities and facilities of countries is inevitable. World trade organization has taken this important responsibility in current century, and it has been looking for providing conditions by finding good methods, tools and policies, so that countries not only can trade goods and services, but they also can endeavor to maximize their utilities and profits by promoting people's lives and incomes, full employment and developing productions and optimal utilization even in environmental protection. (Motosharrei, 2003). Large volume of exports and imports shows the magnitude of global competence, and nowadays one hundred and fifty five countries around the world have registered to World Trade Organization. (www.wto.org). Iran's accession to WTO has many outcomes for country's economy and the positive impact of this accession is clear for governments and economists. Iran's 11 years endeavor to join into WTO shows this importance. Finally WTO accepted Iran's request, and Iran became one of the observer members of this organization. The governments think that if WTO doesn't consider special privileges for its members, free trade helps the developing countries' growth. Hereon, Industries are really impressible and it can face fundamental changes. Industry is one of the most important part of each country's economy. The governments always consider the effects of industrial policies, increase in non-oil exportations and its incomes on macro variables of countries such as economical growth, engagement, inflation, investment, interest rates and many others. In this regard, much efforts has been done to encourage the non-oil exportation by using policy tools like monetary, financial, commercial and currency tools. Automotive industry is one of the most important industry that plays considerable role in economical growth, and it's been observed as the most important motive force in 20th century and the significant index for industrial progress. Iran's automotive industry is the most active one after oil industry. According to statistical evidences, until March 2009, Iran has got the 12th place in automaker countries over the world and the first in middle east by exporting 1394075 cars. (www.oica.org). However, the competability of the industrial sector has been raised up in recent years, the differences between Iran's industry and other countries' in competability and utilization of comparative advantages are considerable. In this regard, more efforts should be done to accelerate the industrial development. In this study we want to observe the impact of Iran's accession to WTO on automotive industry, because Iran is an observer member now and we hope that it will join to this organization in future.

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2. Automotive Industry:

Industrial development is one of the fundamental components of countries' growth and development. In today's competitive world, industries have strategic positions while progress in this field not only can raise the production and employment, but also can facilitate services and efficiency in other fields. Automotive industry has a key role in the world as a basic industry with a record of 120 years. Its high efficiency and its high salary and advantages, make it one of the most attractive industries in many countries. This industry has been supported by governments because of its importance and it has been classified as underlying industry. It has also a great portion in gross domestic production of developing and industrial countries by producing about 70 million cars each year. Every shock in this industry can have a significant impact on country's economy because of its strong relations with other economical parts. (<http://oica.net/>). Automotive has been introduced as an industry in 1896 after setting up two basic production line in two sides of Atlantic ocean and stop producing car as a single product. In 1913, Henry Ford caused a great change in automotive that led the greatest industry to exist. This industry has the most important role in economical growth in 20th century. With this regard, Peter Drucker called automotive industry as industry of industries. (Hosseini and partners, 1383). Now, most of countries are competing in this field and China has got the first place in 2011 by producing 18418876 cars, USA, Japan, Germany, South Korea are in next places. Iran has done great activities in recent years. This country has got 13th place between producers by producing 1648505 cars and it has improved its production in compare with last years.

Table 1 shows the most important producers in 2011 and Figure1 shows Iran,s car Production between 2008-2011.

Table 1: 2011 CAR PRODUCTION STATISTICS In WORLD.

Country	Cars	Commercial vehicles	Total	% change
1-China	14,485,326	3,933,550	18,418,876	0.8%
2-USA	2,966,133	5,687,427	8,653,560	11.5%
3-Japan	7,158,525	1,240,129	8,398,654	-12.8%
4-Germany	5,871,918	439,400	6,311,318	6.9%
5-South Korea	4,221,617	435,477	4,657,094	9.0%
6-India	3,053,871	882,577	3,936,448	10.7%
7-Brazil	2,534,534	871,616	3,406,150	0.7%
8-Mexico	1,657,080	1,022,957	2,680,037	14.4%
9-Spain	1,819,453	534,229	2,353,682	-1.4%
10-France	1,931,030	363,859	2,294,889	2.9%
11-Canada	990,483	1,144,410	2,134,893	3.2%
12-Russia	1,738,163	249,873	1,988,036	41.7%
13-Iran	1,413,276	235,229	1,648,505	3.1%
14-Thailand	549,770	928,690	1,478,460	-10.1%
15-UK	1,343,810	120,189	1,463,999	5.1%
16-Czech Rep.	1,191,968	7,866	1,199,834	11.5%
17-Turkey	639,734	549,397	1,189,131	8.6%

source: (<http://oica.net/category/production-statistics>)

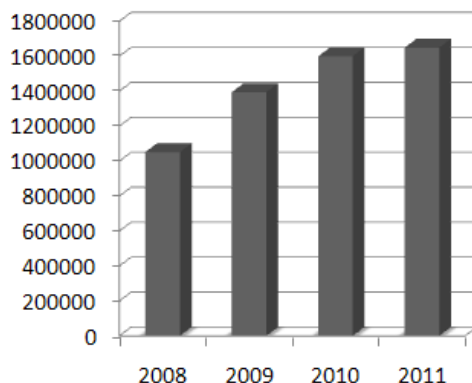


Fig. 1: iran,s car production between 2008 -2011. Source: (<http://oica.net/category/production-statistics>).

The impression of automotive industry on Iran's economy is significant. It has assign a large amount of Domestic production (about 3.5 percent of GDP) to itself. About 500,000 people work for this industry directly or indirectly and it is one of the employment creator industries. In short horizon, increase in the amount of labors of state industries can reduce unemployment, but in reality it's not true. High production costs lead this

industry to always afraid of automobile import. Import prohibition, is the simplest thing that can be used and it has been done in recent years. Because of this issue, there is no motivation to makes managers of automotive industry compete in this field. So Iran can produce any cars with any prices or qualities in its exclusive market and everyone should buy them.

Experts think that Iran's automotive industry could be lucrative in a close competitive environment, but this non-competitive environment keeps automotive industry away of global market and makes it disable to develop. Because of rising compete, it is crucial for Iran to act in world trade market and according to markets saturating and the tends to change, Iran needs to produce and trade modern and varied cars. Experts think that Iran can achieve these goals by joining into WTO.

3. World Trade Organization (WTO):

World trade organization (WTO) was established in 1995. This organization is one of the youngest international organizations and it's the substitute of General Agreement on Tariffs and Trade-GATT which was founded after World War 2 in 1947. However the WTO is young but the multilateral system for trading which has been shaped under GATT has a record of 60 years. In last 60 years, world has seen significant growth in world trade, so that goods exportation has a growth about 6 percent each year (Bid Abad, Bijan, 1387). Until May 10th 2012, 155 countries have joined to WTO and have signed its agreement. This can show the importance of this organization. Iran acts as an observer member in WTO and it's providing conditions for negotiations now. (www.wto.org). The necessity of Iran's membership in WTO gets us to know about WTO. Nowadays, there is no place for countries and governments which prioritize the independence in all of the economical fields over other issues. The interaction in international economy is the most important component of each country's foreign trade. So joining to WTO is each country's concern. Iran has sent its first membership request to WTO in 1996, and WTO accepted this country as an observer member in May 26th 2005. (www.wto.org). WTO's membership requires to accept some principles and agreements that are adopted by the countries. If Iran wants to join into WTO, it would not be a exception and some adjustments in domestic rules should be done. (Bid Abad, Bijan, 1387). According to experts' opinion, joining to WTO may have some disadvantages for Iran in short term horizon, because reducing tariffs and increase in importations in compare with exportation may cause trade deficit that leads the firms and domestic factories to fail and rise un-employment. But in long term horizon, WTO's membership can make some advantages for the country by rising the production of goods that we have comparative advantages (like agricultural goods, textiles, foods, ...), attracting foreign investments and using its positive effects and adjusting trade rules and government supporting systems. Overall we can say that WTO, agreements and rules are facilities and tools for active participation in international economy and utilizing the international facilities in order to promote the exportations that should be considered across the development requirements.

4. Exportation:

The policy of international trade extension and exports development has been considered by most of economists and politicians in many countries. This policy is one of the important components of planning and also has a great impact on economical growth of developing countries. Because of dependence of these countries on exports and imports incomes, foreign trade plays special role in their economical growth. Nowadays, exchanges of goods, information and technology have grown more than before. Producers and exporters of goods have found better opportunities to compete in international markets and promote their activities. The exportation of goods have caused more income and continuous understanding about recent evolutions in technology and knowledge (Zavvare, 2003). Economists consider foreign trading because of its important effect on Iran economy and different economical sectors. The most important features of Iran is its high dependence on oil incomes and so every changes in oil price can cause many problems such as decrease in exports incomes. Decrease in oil sources and the vulnerability of single-product economy show the importance of reviewing economical policies of the country. So today, the growth of non oil exportation and increase in country's participation in international trade are two important goals in economy and because of this importance they have been always considered by economists (Yavari and partners, 2011). Raising the exportation capability can lead to increase in domestic production and employment in many fields (such as agriculture, mining, industries ...) and also improve the production quality and computability, because it can offer more and better goods and balance the payments in countries(Akhavi, 2000). Increase in exports can raise the amount of currency imported to the country which can facilitate the imports of other goods. Iran has many competitive advantages in production comparing with other countries and it is one of the wealthy countries because of its natural, oil, gas and mineral and non-minerals sources. Iran has young human resources which can be an advantages in production and exportations if it has been managed correctly. Iran has one of the best strategic position for exports because it is situated in east to west path and it is connected to the seas from north and south (Mohammadnia, 2004). In today's world, there is a wide competence in car production and exportation, but

computability is one of the forgotten and rare elements in Iran's automotive industry while there is considerable reduction in car exportations in 2011 in compare with 2010. The total exports of 2011 were 33768271152\$.

The portion of car exportation has been 24386 unit which is 0.38 percent of total exportations and it has negative changes in compare with 2010. The amount of car exportations has a drop about 60 percent which is 63 percent drop from the perspective of weight and 67 percent drop from the perspective of value. The average of each exporting car price was 5,320 US in 2011 which shows a 15 percent drop in compare with 2010 and the destination countries are Iraq, Turkey, Syria, Egypt, Turkmenistan, Afghanistan, UAE, Russia, Kuwait, Armenia, Senegal, Ukraine, Azerbaijan, Lebanon and Venezuela ([www. irica. gov. ir](http://www.irica.gov.ir)). Figure2 shows rate of automobile exports in terms of value of dollar 2006-2011.

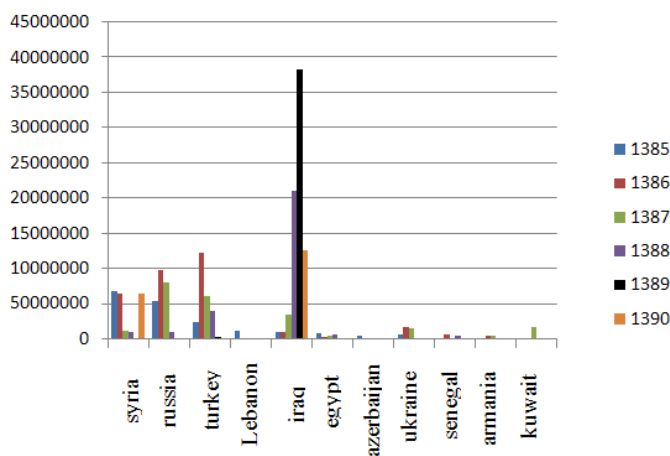


Fig. 2: Rate of automobile exports in terms of value of dollar 2006-2011.

Source: [http://www. irica. gov. ir](http://www.irica.gov.ir)

5. Customs:

The importance and sensitivity of goods and services exportations leads the countries to consider the tools and elements and try to develop the exports. Customs services are the effective components in developing goods and services exportations. Customs have vital roles in growth of international trade and the development of international markets. Effective and efficient procedures of customs can have impacts on competitive economy of countries and propel the investments from dangerous and costly situations to facilitator and supportive situations. Customs processes and systems shouldn't act as international trade boundaries and economical growth or be considered as such things ([www. irica. gov. ir](http://www.irica.gov.ir)). Customs is a financial and economical organization which has been established in many countries and It has changed a lot because of time requirements and governments wants. Customs organization has a long history in Iran. Studies show that there has been customs in Iran from 3 centuries BC. (Aghdaie,2009). Iran has to do some adjustments in customs in order to join to WTO. Reducing tariffs, preventing trafficking, decreasing exporter and importer's cost are some of the adjustments that should be done to adopt with WTO's rules. High tariffs cause some problems for economy and they make the trade between countries difficult. With reducing tariffs and joining to WTO, traders' costs would be less and the trades would be easier. Another advantage of joining to WTO is using preferential tariffs of other members in exportation which can raise the computability of exporting goods.

6. Background of Research:

Krimer and partners (2002) have considered the impact of globalization on firms performance and the acceptance of electronic trade. They have revealed that internet always used as a tool for exchanges between clients and suppliers and it can facilitate the process of purchasing, marketing and after sale services and it also makes the business coherent.

Rama (2002), has studied the globalization and labors of developing countries and he has concluded that the incomes rise up faster by economies which are more connected to other countries. However, it might have negative results in short-term, but it changes to positive in a short time.

Shiam and partners(2004), have surveyed the impact of globalization on exportation performance of India's fishery and they have found that globalization leads to increase in instability and decrease in Competitiveness of producers and exporters of fishery production.

Tayyebi and Ghanbari (2008), have studied Iran's accession to WTO and its impact on saffron exportation. The results showed that WTO can affect saffron exportation and it revealed that price and income are two elements that have effect on the demands and supply of Iran's saffron exportation.

Ghorbani and Messgarpour(2008) have considered the effects of Iran's joining to WTO in order to recognize the environmental factors that are effective on car parts maker companies and they have concluded that companies should raise their Competitiveness to succeed in this field and they should have special attention to factors like quality, costs and on time delivery.

Ali Navazani and Bahram navazani(2012), have studied WTO and the impact of joining on Iran's economy and they have found that joining to WTO is incompatible with general policies of Iran.

Aghdaie and Seyyedi (2012), have considered Iran's accession to WTO and its impact on textile industry. This study showed that Iran's accession to WTO can improve the Competitiveness and employment.

7. Methodology:

The type of this paper is descriptive-cognition and the related information for this scope have been collected by using library resources such as scientific books and journals, moreover for collecting necessary data in order to accept or reject the hypothesis, a questionnaire designed by researchers has been used, mentioned questionnaire has four selective choices and their answers are varied between the most and the least. Furthermore the scope of research from the view point of subject is Iran's accession to WTO and its effects on Automotive Industry. The time that this research has been done was April 2012 and the statistical society of research includes fifty five experienced managers from automotive sales agencies in Isfahan province and random sampling method was used in this research and a total of 70 questionnaires were distributed and obtained 55 of responses.

Independent variables of research include, increasing the competitive strength in automotive industry, increasing the Quality of domestic cars, increasing the share of Iranian cars in foreign sale markets, decreasing the share of Iranian cars in domestic sale market, increasing foreign investment, reforming customs rules, reducing the prices of domestic car, increasing the select level and customer satisfaction, and dependent variable is WTO's effects on Automotive Industry. In this study for summarizing extractive data to accept or reject the hypotheses of research used SPSS software and presumption statistics method (like T as single sample) have been used. Which T refer to statistic data, in case the SIG (meaningful level) is less than 0. 05 hypothesis H0 will rejected and hypothesis H1 will accepted as well as DF shows the degree of freedom.

$H0: \mu \leq 0. 05$

$H1: \mu \geq 0. 05$

8. Hypothesizes and Finding:

In this section by using given statistical method, and collected information and extractive results from questionnaires the research hypotheses have been tasted.

8-1. First Hypothesis:

Iran accession to WTO will increase the competitive strength of automotive industry.

H0: Iran accession to WTO will not increase the competitive strength of automotive industry.

H1: Iran accession to WTO will increase the competitive strength of automotive industry.

Table 2: First hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
4. 16	3. 74	55	0. 001

The analysis of finding related to the first research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows that the significant level of 0. 001 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accepted.

8-2. Second Hypothesis:

Iran accession to WTO will increase the quality of domestic cars.

H0: Iran accession to WTO will not increase the quality of domestic cars.

H1: Iran accession to WTO will increase the quality of domestic cars.

Table 3: Second hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
6. 39	4. 05	55	0. 00

The analysis of finding related to the second research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows that the significant level of 0. 00 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accepted.

8-3. Third Hypothesis:

Iran accession to WTO will increase the share of Iranian cars in foreign sale markets
 H0: Iran accession to WTO will not increase the share of Iranian cars in foreign sale markets.
 H1: Iran accession to WTO will increase the share of Iranian cars in foreign sale markets.

Table 4: Third hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
5. 87	3. 89	55	0. 00

The analysis of finding related to the third research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows that the significant level of 0. 00 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accepted.

8-4. Fourth Hypothesis:

Iran accession to WTO will reduce the share of Iranian cars in domestic sale market.
 H0: Iran accession to WTO will not reduce the share of Iranian cars in domestic sale market.
 H1: Iran accession to WTO will reduce the share of Iranian cars in domestic sale market.

Table 5: Fourth hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
3. 96	3. 80	55	0. 008

The analysis of finding related to the fourth research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows that the significant level of 0. 008 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accepted.

8-5. Fifth Hypothesis:

Iran accession to WTO will reform the custom rules structure in Iran.
 H0: Iran accession to WTO will not reform the custom rules structure in Iran.
 H1: Iran accession to WTO will reform the custom rules structure in Iran.

Table 6: Fifth hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
3. 43	3. 76	55	0. 002

About the fifth hypotheses, base on analysis of data from response of statistical society, our findings indicated that the significant level of 0. 002 is less than 0. 05, so the hypothesis H₀ will rejected and the hypothesis H₁ will accepted.

8-6. Sixth Hypothesis:

Iran accession to WTO will decrease the price of domestic cars.
 H0: Iran accession to WTO will not decrease the price of domestic cars.
 H1: Iran accession to WTO will decrease the price of domestic cars.

Table 7: Sixth hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
3. 14	3. 69	55	0. 007

Regarding the sixth hypotheses, base on analysis of data from response of statistical society, our findings indicated that the significant level of 0. 007 is less than 0. 05, so the hypothesis H₀ will rejected and the hypothesis H₁ will accepted.

8-7. Seventh Hypothesis:

Iran accession to WTO will increase foreign investment in automotive industry.
 H0: Iran accession to WTO will not increase foreign investment in automotive industry.
 H1: Iran accession to WTO will increase foreign investment in automotive industry.

Table 8: Seventh hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
13. 19	4. 23	55	0. 00

The analysis of finding related to the seventh research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows that the significant level of 0. 00 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accepted.

8-8. Eighth Hypothesis:

Iran accession to WTO will increase the select level and customer satisfaction.
 H0: Iran accession to WTO will not increase the select level and customer satisfaction.
 H1: Iran accession to WTO will increase the select level and customer satisfaction.

Table 9: Eighth hypothesis test in the error level of 0. 05 and reliability level of 0. 95.

T	AVERAGE	DF	SIG
3. 59	3. 78	55	0. 004

Finding related to the eighth research hypothesis in the error level of 0. 05 and reliability level of 0. 95 shows the significant level of 0. 004 is less than 0. 05, so the hypothesis H0 will rejected and the hypothesis H1 will accept.

Conclusion and Suggestions:

Population growth and their needs to Various and high quality car is the cause of growing competition in this industry and also shows its important and effects in country's economic growth. Despite Iran's automotive industry has not reached the level of the world's major carmakers, but in recent years have made great efforts in enhancing their competitiveness and in some markets, could be successful. No doubt entering the WTO for automobile factory can be a golden opportunity and provides conditions of development for the industry, provided that before joining the WTO has created the right conditions, and try to adjust its position and facilities with WTO Terms and Conditions. Analysis of finding related to the first research hypothesis shows that by joining to WTO increases competitive strength of automotive industry

With regard to the world's development and diversification of products, people knowledge were also elevated, nowadays people are very careful in their choice, for example in buying a car they observe many factors such as color, design, interior decoration, car size, facilities, after sales support and compared with other products therefore variety in products is an important factor that can help producer to increase their competitive strength, so we recommend them pay more attention to this important point. Regarding to the second and sixth hypothesis, analysis of data from response of statistical society, and our findings shows that with accession to WTO the quality of domestic car will increase but the price of that decrease due to the increasing number and diversity in cars.

In addition from positive response of research statistical society, we can say quality must be approved by the customer, in today's world we can say quality is the most important principles in any industries and plays as a great role in our selling because many people are after choosing a product with good quality, maybe when the price of a product is cheep, they buy it but in their heart prefer to have a product with high quality. Analysis of finding related to the third, seventh and eighth research hypothesis showed response of statistical society significantly supported those hypothesizes. Therefore with accession of Iran to WTO the sale share of Iranian car in foreign market will increase, increasing foreign investment and helping to the industries entering into foreign markets that are different in all aspects are also the benefits of WTO, therefore Iranian auto manufacturers must penetrate foreign markets and become familiar with the rules and regulations of those market in addition they should also find the knowledge regarding the tastes, customs, style of shopping, race, income, age and situation of foreign countries, so that they can find new markets and increase their sales. Our findings from response analysis of statistical society regarding fourth and fifth shows that by joining to WTO, decreases the share sale of domestic car in domestic markets because of entry of Various foreign cars and reform the custom rules structure. Therefore we suggest to auto manufacturers they respect to customer likes and needs and make the cars according to these factors in order to be successful.

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