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Factors affecting financial statements proportional to entrepreneurial marketing using fuzzy Delphi method and structural equation model (Case study: National Company of South-Ahvaz Oilfields

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Abstract

The main purpose of this study is to present and explain the pattern of financial statements in accordance with the entrepreneurial marketing of companies (Case study: National Company of South-Ahvaz Oil Fields). This research is applied in terms of purpose and descriptive-survey in terms of nature. Data were collected using a researcher-made questionnaire that was approved by experts. The statistical community in the qualitative sector consists of experts and knowledgeable individuals and managers aware of marketing and financial management in the oil industry. The number of these people is 20. A small part of the statistical population includes experts, managers and staff members of the National Company for the Southern Oilfields of Yudha, numbering 570 people. The number of samples in the quantitative section was selected according to Morgan table 234 people. The results of data analysis showed that the ten dimensions of financial information location, financial information interconnection, financial information classification management, cash flow statement preparation, separation and separation of financial information, comparative table, liquidity and flexibility Risk-taking, value-creating, and resource leveraging by experts were obtained in semi-structured interviews and the Delphi method. The coefficients obtained from structural equations show that the above variables (Location information, Interconnectedness of financial information, Financial information classification management, Cash Flow Statements, Separation of financial information, Comparative table, Liquidity and flexibility, Risk taking, Risk taking, Create value, Leverage resources) have a positive and significant effect on Financial statements.

Keywords: Video ads, top insurance brands, customer sentiment, Grounded theory, structural equations
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1 Introduction

Although marketing is a key factor in the survival and expansion of business ventures; Several entrepreneurial traits seem to be at odds with marketing. These characteristics include over-reliance on a limited customer base, limited

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marketing experience, and unplanned and variable efforts. Entrepreneurs and small capitalists, however, interpret marketing in ways that do not conform to standard theoretical and practical reference texts [5]. Entrepreneurial marketing, on the other hand, is the link between entrepreneurship and marketing and reflects the entrepreneurial behavior in a company's marketing practices, which can be used to innovate in market activities. Entrepreneurial marketing plays a crucial role in achieving sustainable competitive advantage by providing concepts, tools and infrastructure to bridge the gap between innovation and market position [9]. Entrepreneurial behavior at the organizational level or the tendency to entrepreneurship is pursued by organizations as a driving force of entrepreneurial activities, which has been the main focus of practical and theoretical studies for the past twenty years [3].

Financial statements are the records of a company's business activities and financial performance. Accountants, investors and financial analysts rely on financial data to analyze company performance and make their own predictions about the value of a company's stock [10]. One of the most important sources of reliable financial information is the annual report, which includes the company's financial statements. Financial statements are a collection of summarized reports about the financial results, financial condition and cash flows of a company or organization. In fact, financial statements are an accurate picture of a company's finances in a given year. Financial statements are prepared and presented using financial data collected by a company's accountants or financial analysts [6]. Financial statements must be prepared and submitted in accordance with authorized and standardized accounting principles so that the reports are consistent at all levels.

Important financial statements include the balance sheet, profit and loss statement, comprehensive income statement, cash flow statement and explanatory notes, and the analysis of the mentioned financial statements helps managers and owners of capital to understand the financial situation. Be aware of the past, present and future of the company [12]. The National Company for the Oil-Rich Areas of Southern Ahvaz, in its interactions from financial statements to pay salaries and benefits to its employees, as well as in exchanging services with its customers, uses capabilities that are effective in the amount of sales and services provided [1].

If the numbers in the financial statements are not adjusted carefully and with the right content, the financial ratios of companies cannot show the ratios of liquidity, profitability, investment and financial performance of a company. From this national company, the southern oil-rich regions are dealing with this issue. This will reduce the company's ability to repay short-term debts, and the process of raw material supply time, production time, waiting time for distribution and sale, and finally the liquidity period cannot be properly analyzed based on the information obtained. Therefore, considering the issues and problems in the National Company of South-Ahvaz Oil Fields, the main question of this research is, what is the model of financial statements suitable for entrepreneurial marketing in the National Company of South-Ahvaz Oil Fields?

2 The Theoretical Framework of Research

The business of any organization or company is one of the most important economic sectors of that organization, which is strongly influenced by rapid changes in the external environment, especially demographic, economic and technological developments. These salient changes affect the marketing of organizations to meet the demands and expectations of customers in order to maintain their competitive position in the market [8]. Marketing plays an important role in successful organizations, it can be argued that marketing is very necessary for organizations in terms of customer growth and helping the company survive; However, due to population growth and as a result of their demand and rapid change in today's world, many researchers have found that in the current situation, traditional marketing methods for organizations and companies are no longer effective and efficient. In most cases, any planning with traditional marketing methods due to the dynamic environment of companies, has led to their failure in the competition [5]. On the other hand, the results of recent studies show that companies should be more entrepreneurial when dealing with ambiguity and uncertainty in market decisions. In fact, companies with a high level of entrepreneurial orientation are constantly more inclined to monitor their operating environments in order to discover new opportunities and strengthen their competitive advantage [2].

Entrepreneurial marketing aims to take advantage of active opportunities through market orientation or customer orientation, defines the company's behavior around the market and considers a set of behaviors and processes related to the continuous evaluation of the external environment [11]. Entrepreneurial marketing as a marketing stream in the relationship between marketing and entrepreneurship, especially to support the rapid growth of resource-limited companies in dynamic industrial markets. In a competitive environment, marketing is an entrepreneurial process that requires a creative approach and use from resources through participation. Research has shown that there are four perspectives on entrepreneurial marketing [5]. The first perspective focuses on the commonalities of entrepreneurship and marketing. The second perspective examines entrepreneurship as entrepreneurship in marketing and the study of

entrepreneurial issues through a theoretical perspective of marketing. The third perspective examines entrepreneurial marketing in solving marketing problems through an empirical theory. And in the fourth approach, marketing and entrepreneurial marketing is analyzed as a unique concept that has different dimensions [4].

Entrepreneurial marketing is divided into three distinct branches: The first branch is entrepreneurship, which is characterized by innovation and risk-taking, and its main focus is on the production of new goods and services in the market. The second branch of marketing is focused on customer satisfaction [7]. The third branch is opportunism; That is, taking advantage of opportunities and taking advantage of them, which is related to the previous two branches. Entrepreneurial marketing is different from conventional marketing. These differences are in four areas: The first area is in the strategic direction; The traditional strategic orientation of marketing is customer orientation (market maker), but the strategic orientation of entrepreneurial marketing is innovation orientation (idea maker). The second area is in strategy; Conventional marketing strategy emphasizes top-down approaches, segmentation, targeting, and positioning, but entrepreneurial marketing strategy emphasizes bottom-up approaches, targeting a limited customer base, and further expansion [8]. The third area is in the method; The conventional marketing method is a marketing mix, but the entrepreneurial marketing method is interactive marketing methods, word of mouth, direct selling and referrals. The fourth area is market information; Market information in conventional marketing is obtained from formal research and information systems, but market information in entrepreneurial marketing is obtained through informal networking and data collection [12]. This has led to the emergence of start-ups. Today, start-ups have created a new atmosphere in the economies of countries [5]. Creating ideas, entrepreneurship, various new businesses based on innovative technologies, are the characteristics of a start-up business that can create an opportunity for more growth in the economy than in developing countries. Startups; Are small businesses that are usually based on the idea and creativity of one person or group of people; These businesses are trying to make money by using new ideas and creativity that they show in offering a product or service [1]. Startups have been around since their inception to take advantage of the market value created by the Internet, trying to come up with new and exciting products and services that can attract customers by coming up with new ideas. The startup approach is not just for new technology companies; Various companies have increased their productivity over the last twenty years by reducing costs [9]. However, focusing on improving existing business models is not enough. Almost all large companies have realized that they must address the threats posed by their highly competitive environment by continuing to innovate. The growth and success of these companies depends on the development of new business models, which themselves require a new structure and different skills than in the past [12]. Fundamental developments due to the intensification of competition, the increasing role of science and technology in various aspects of human life and the speed of technological change have caused all organizations, including start-ups, small businesses, large companies and government agencies, to push for change [3]. Feel fast. The startup approach helps them prepare and change their business by accelerating innovation [11].

3 The Research Method

The research method used in this research is divided into two parts: quantitative and qualitative. In the qualitative part of this research, it has been exploratory, which uses the methods of interviewing experts and the Delphi method. The reason for using these methods is to identify the dimensions, components and indicators in the model. In a small part, it can be said that this applied research is a descriptive-survey type that uses the methods of structural equations and confirmatory factor analysis. Considering the above, it can be said that this research is of quantitative and qualitative type that was done in a mixed way. In the qualitative stage, the case study method has been used, so that after studying the research background, the factors of financial statements in accordance with the entrepreneurial marketing of companies were extracted and these indicators were classified into 10 factors. In the quantitative stage of the research, in order to identify the financial statements appropriate to the entrepreneurial marketing of the companies, a survey of Delphi panel members was conducted using a questionnaire that had been approved by experts in the previous stages.

The statistical community in the qualitative sector consists of experts and knowledgeable individuals and managers aware of marketing and financial management in the oil industry. The number of these people is 20. A small part of the statistical population includes experts, managers and staff members of the National Company for the Southern Oilfields of Yudha, numbering 570 people. The number of samples in the quantitative section was selected according to Morgan table 234 people.

3.1 Fuzzy Delphi method

In this section, we include some basic definitions and notations about fuzzy numbers and the fuzzy ranking considered in this paper for a good comprehension of the rest of the manuscript.

3.1.1 Fuzzy Numbers

Let R and I stand for the set of all real numbers and the closed real interval $[0,1]$, respectively. A fuzzy set on R is an arbitrary function $A : R \to I$ (no additional assumptions are supposed on a fuzzy set). However, although a fuzzy number is a fuzzy set, there is no unique definition associated with the notion of fuzzy numbers because distinct properties can be considered. As a consequence, several notions about the idea of fuzzy numbers can be found in the literature (see, for instance). For our purposes, we will employ the following one.

A fuzzy number A (for short, a FN) of the real line R is a fuzzy set of the real line, $A : R \to I$, satisfying: (1) normality ($A(x_0) = 1$ for some $x_0 \in R$), (2) fuzzy convexity ($A(\lambda x + (1-\lambda)y) \geq \min\{A(x), A(y)\}$ for $x, y \in R$and$\lambda \in [0,1]$), and (3) upper semicontinuity (if $x_0 \in R$ and $\varepsilon > 0$, there is $\delta > 0$ such that $A(x) - A(x_0) < \varepsilon$ whenever $|x - x_0| < \delta$). Some researchers replace the normality condition with the existence of an absolute maximum. Function A is usually referred to as the membership function of the FN. Each real number $A(x) \in [0,1]$ can be interpreted as the uncertain degree that the point x belongs to the FN A.

For each $\alpha \in (0,1]$, the α-level set (or α-cut) of the FN A is the crisp set $A\alpha = \{x \in R : A(x) \geq \alpha\}$, and the kernel (or core) of A is $\ker A = A1$. Each level set is a (bounded or unbounded) closed interval of the real line (involving the Euclidean topology). In general, when A is an FN, the set $\{x \in R : A(x) > 0\}$ can be closed, open, or none of them. To maintain the closedness of the level sets, we define the support of an FN A as the set $supp(A) = cl(\{x \in R : A(x) > 0\})$, where $cl(\Omega)$ denotes the closure of a subset $\Omega \subseteq R$ in the Euclidean topology. In such a case, its support is also a closed interval. Notice that $A_\alpha \subseteq A_\beta \subseteq supp(A)$ for all $\alpha, \beta \in (0,1]$ such that $\beta \leq \alpha$. Each level set and the support of an FN can be bounded or unbounded in R. For our purposes, we will only consider FNs whose supports are bounded in R. Coherently, we will denote by F the set of all FNs of the real line with bounded support. In such a case, if we use the convention $A_0 = suppA$, then each level set is a non-empty, closed, and bounded real interval, so it can be denoted by $A_\alpha = [\alpha_\alpha, \bar{a}_\alpha]$ for each $\alpha \in I$, where a $\bar{a}$ and $a\alpha$ are, respectively, the inferior and superior extremes of the α-level set $A\alpha$ of the FN A. Although FNs can be represented by very general functions, we prefer to restrict our study to FNs (general enough) with simple shapes because, in practice, these are the FNs that are most frequently used in practical applications. For instance, given four real numbers a_1, a_2, a_3, and $a_4 \in R$ such that $a_1 \leq a_2 \leq a_3 \leq a_4$, a trapezoidal fuzzy number (for short, a TFN), denoted by $A = (a_1/a_2/a_3/a_4)$, is the FN defined by (as shown in Figure 1):

$$A(x) = \begin{cases} \frac{x-\alpha_1}{\alpha_2-\acute{\alpha}_1}, & if\ \alpha_1 < x < \acute{\alpha}_2 \\ 1, & if\ \alpha_2 < x < \acute{\alpha}_3 \\ \frac{\alpha_4-x}{\alpha_4-\acute{\alpha}_3}, & if\ \alpha_3 < x < \acute{\alpha}_4 \\ 0, & \text{in any other case.} \end{cases} \tag{3.1}$$

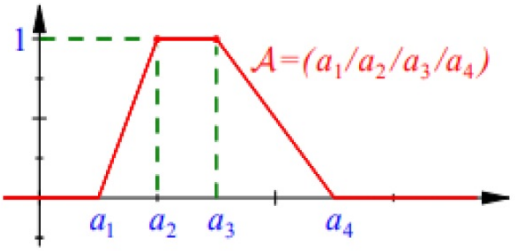

Figure 1: An example of FNs

The real numbers a_1, a_2, a_3, and a_4 are usually called the corners of the FN A because, when $a_1 < a_2 < a_3 < a_4$, they correspond to the vertices of the trapezoid that we obtain when the real function A is plotted. Triangular FNs, denoted by $(a_1/a_2/a_4)$, are trapezoidal FNs such that $a_2 = a_3$. The previous definition extends the notion of a real number to the fuzzy setting because when $a_1 = a_2 = a_3 = a_4 = r \in R$, the FN $e_r = (r/r/r/r)$ (which takes the value 1 if $x = r$ and the value 0 in any other case) represents the real number r. TFNs are appropriate tools in order to represent both the imprecision that is necessarily associated with each measuring instrument and the subjective

opinions that several experts could express about a finite set of items. For instance, the $TFN(8.5/8.7/8.8/9)$ could represent a very good, but imprecise, opinion about the quality of a wine when the range interval $[0, 10]$ is considered.

Basic operations on the real line can also be extended to the family F by Zadeh's Extension Principle, that is, by defining:

$$(A \times B)(x) = \sup(\{\min(A(s), \beta(t)) : s \times t = x\}) \qquad forall\ x \in R, \tag{3.2}$$

This definition is equivalent to that obtained by the interval arithmetic with the α-level sets: for instance, if $A,\ B \in F$, then:

$$C = A + B,\ (A+B)_{[a]} = [\underbrace{a_a}, \underbrace{b_a}, \overline{a_a}, \overline{b_a}], \underbrace{c_a} + \underbrace{b_{\acute{a}}}, \overline{c_a} = \overline{a_a} + \overline{b_{\acute{a}}} \tag{3.3}$$

$$C = A.B,\ (A.B)_{[a]} = [\min \Delta^a_{AB}, \max \Delta^a_{AB}] \tag{3.4}$$

$$\Delta^a_{AB} = \left\{ \underbrace{a_a}, \underbrace{b_a}, \underbrace{a_a}\ \overline{b_a}, \overline{a_a}\ \underbrace{b_a}, \overline{a_a}\overline{b_a} \right\} \tag{3.5}$$

3.1.2 Fuzzy Ranking

As we commented in the Introduction, it is not an easy task to rank FNs. Many approaches have been introduced, but many of them produce counter-intuitive results when the FNs are twisted, that is, when their corresponding graphic representations show several common points, giving place to intricate positions. The pointwise binary relation among functions is not useful when such functions have a concrete meaning in order to generalize the real numbers. In this context, introduced a novel methodology for ranking FNs, whose main characteristic is to be according to human reasoning in most cases. To describe it, let μ denote the Euclidean measure of subsets of R (in practice, the measure of a real bounded interval $[a, b]$ is $b - a$). Given two FNs $A,\ B \in F$, let us consider the subsets of I defined as:

$$I_{A,B} = \{\alpha \in I : A\alpha \leq B\alpha\}\ and\ IB, A = \{\alpha \in I : B\alpha \leq A\alpha\} \tag{3.6}$$

In a way, the set $I_{A,B}$ (which is an interval when A and B are TFNs) represents the family of probabilistic levels α in which the FN A is less than or equal to B with regards to the binary relation (3.4) that is going to be defined. Therefore, the respective measures of the sets IA, B and IB, A must be compared in the following way. We will write:

$$A \leq B\ if \begin{cases} either\ \mu(I_{A,B}) \geq \mu(I_{B,A})\ and\ \mu(I_{A,B}) > 0, \\ or\ \mu(I_{A,B}) = \mu(I_{B,A}) = 0\ and \\ \underbrace{a_0} + \underbrace{a_1} + \overline{a_1} + \overline{a_0} \leq \underbrace{b_0} + \underbrace{b_1} + \overline{b_1} + \overline{b_0} \end{cases} \tag{3.7}$$

3.1.3 Structural equation model

Structural equation modeling (SEM) is a multivariate, hypothesis-driven technique that is based on a structural model representing a hypothesis about the causal relations among several variables. In the context of fMRI, for example, these variables are the measured blood oxygen level-dependent time series $y_1, ..., y_n$ of n brain regions and the hypothetical causal relations are based on anatomically plausible connections between the regions. The strength of each connection $y_i \to y_j$ is specified by a so-called path coefficient which, by analogy to a partial regression coefficient, indicates how the variance of y_i depends on the variance of y_j if all other influences on y_j are held constant. The statistical model of standard SEM can be summarized by the equation:

$$y = Ay + \mu \tag{3.8}$$

where y is an $n \times s$ matrix of n area-specific time series with s scans each, A is an $n \times n$ matrix of path coefficients (with zeros for absent connections), and u is an $n \times s$ matrix of zero mean Gaussian error terms, which are driving the modeled system. Parameter estimation is achieved by minimization of the difference between the observed and the modeled covariance matrix $\sum$. For any given set of parameters, $\sum$. can be computed by transforming eqn:

$$y = (I - A)^{-1}\mu \tag{3.9}$$

$$\sum = yy^T \tag{3.10}$$

$$\sum = (I - A)^1 uu^T (I - A)^{-1^T} \tag{3.11}$$

OR

$$Y = (I - \beta) = \varepsilon \tag{3.12}$$

$$Y = \varepsilon(1 - \beta)^{-1} \tag{3.13}$$

$$\sum = (y^T y) \tag{3.14}$$

$$\sum == (1 - \beta)^{-T}(\varepsilon^T \varepsilon)(1 - \beta)^{-1} \tag{3.15}$$

The sample covariance is:

$$S = \frac{1}{n-1} Y^T Y \tag{3.16}$$

where n is the number of observations and the maximum likelihood objective function is:

$$F_{ML} = \ln|\sum| - tr(S\sum^{-1}) - \ln|S| \tag{3.17}$$

where I is the identity matrix. The first line of eqn (3.11) can be understood as a generative model of how system function results from the system's connectional structure: the measured time series y results by applying a function of the interregional connectivity matrix – that is, $(I - A)^{-1}$ to the Gaussian innovations u.

The PLS framework can be summarized into three matrix equations, two for the measurement model component and one for the path model component. For the measurement model component,

$$X = \Lambda_x \xi + \delta \tag{3.18}$$

$$Y = \Lambda_y \eta + \delta \tag{3.19}$$

where x is a $p \times 1$ vector of observed exogenous variables, and it is a linear function of a $j \times 1$ vector of exogenous latent variables ξ and a $p \times 1$ vector of measurement error δ. Λ_x is a $p \times j$ matrix of factor loadings relating x to ξ. Similarly, y is a $q \times 1$ vector of observed endogenous variables, η is a $k \times 1$ vector of endogenous latent variables, ε is a $q \times 1$ vector of measurement error for the endogenous variables, and Λ_y is a $q \times k$ matrix of factor loadings relating y to η. Associated with (3.18) and (3.19), respectively, are two variance-covariance matrices, $\Theta\delta$ and $\Theta\varepsilon$. The matrix $\Theta\delta$ is a $p \times p$ matrix of variances and covariances among measurement errors δ, and $\Theta\varepsilon$ is a $q \times q$ matrix of variances and covariances among measurement errors ε. For flexibility, PLS describes the path model component as relationships among latent variables,

$$\eta = B\eta + \Gamma\xi + \zeta \tag{3.20}$$

where B is a $k \times k$ matrix of path coefficients describing the relationships among endogenous latent variables, Γ is a $k \times j$ matrix of path coefficients describing the linear effects of exogenous variables on endogenous variables, and ζ is a $k \times 1$ vector of errors of endogenous variables. Associated with (3.20) are two variance-covariance matrices:

Φ is a $j \times j$ variance-covariance matrix of latent exogenous variables, and Ψ is a $k \times k$ matrix of covariances among errors of endogenous variables. With only these three equations, PLS is a flexible mathematical framework that can accommodate any specification of a SEM model. SEM has been typically implemented through covariance structure modeling where the variance-covariance matrix is the basic statistic for modeling. Model fitting is based on a fitting function that minimizes the difference between the model-implied variance-covariance matrix $\sum$ and the observed variance-covariance matrix S,

$$\min f(\sum, S) \tag{3.21}$$

where S is estimated from observed data, $\sum$ is predicted from the causal and noncausal associations specified in the model, and $f(\sum, S)$ is a generic function of the difference between $\sum$ and S based on an estimation method that follows. As Shipley concisely stated, causation implies correlation; that is, if there is a causal relationship between two variables, there must exist a systematic relationship between them. Hence, by specifying a set of theoretical causal paths, one can reconstruct the model-implied variance-covariance matrix $\sum$ from total effects and unanalyzed associations. Hayduk outlined a step-by-step formulation under the PLS mathematical framework, specifying the following mathematical equation for $\sum$:

$$\sum = \begin{bmatrix} \Lambda_y A(\Gamma\Phi\acute{\Gamma} + \Psi)A''\acute{A}_y\Theta_\varepsilon & \Lambda_y A\Gamma\Phi\acute{A}_x \\ \Lambda_x\Phi\acute{\Gamma}A\acute{y} & \Lambda_x\Phi A_x\acute{+}\Theta_\delta \end{bmatrix} \tag{3.22}$$

where $A = (I - B)^{-1}$. Note that in (3.22) the derivation of $\sum$ does not involve the observed and latent exogenous and endogenous variables (i.e., x, y, ξ, and η). A common method in SEM for estimating parameters in $\sum$ is maximum likelihood (ML). In ML estimation, the algorithm iteratively searches for a set of parameter values that minimizes the deviations between elements of S and $\sum$. This minimization is accomplished by deriving a fitting function $f(\sum, S)$ (3.22) based on the logarithm of a likelihood ratio, where the ratio is the likelihood of a given fitted model to the likelihood of a perfectly fitting model. The maximum likelihood procedure requires the endogenous variables to follow a multivariate normal (MVN) distribution, and S to follow a Wishart distribution. Hayduk described the steps in the derivation and expressed the fitting function F_{ML} as

$$F_{ML} = \log|\sum| + tr(S\sum^{-1}) - \log|S| + tr(SS^{-1}) \tag{3.23}$$

where tr refers to the trace of a matrix and $\sum$ and S are defined as above. Proper application of (3.23) also requires that observations are independently and identically distributed and that matrices $\sum$ and S are positive definite. After minimizing (3.23) through an iterative process of parameter estimation, the final results are the estimated variance-covariance matrices and path coefficients for the specified model. The first is the overall model chi-square test based on a test statistic that is a function of the mentioned fitting function F_{ML} (3.23) as follows:

$$X_M^2 = (n-1)F_{ML} \tag{3.24}$$

where n is sample size and X_M^2 follows a chi-square distribution with degree of freedom df_M as defined above. Subsequently, a P value is estimated and evaluated against a significance level. The overall model chi-square test is only applicable for an over-identified model, that is, when $df_M > 0$. A just identified model ($df_M = 0$), for example, a path model representation of a multiple regression, does not have the required degrees of freedom for model testing.

The second fit statistic to consider is the Root Mean Square Error of Approximation (RMSEA), which is parsimony-adjusted index that accounts for model complexity. The index approximates a noncentral chi-square distribution with the estimated noncentrality parameter as

$$\hat{\delta}_M = \max(X_M^2 - df_M, 0) \tag{3.25}$$

where X_M^2 is computed from (3.24) and df_M is defined above. The magnitude of $\hat{\delta}_M$ reflects the degree of misspecification of the fitted model. The RMSEA is then defined as

$$RMSEA = \sqrt{\frac{\hat{\delta}_M}{(n-1)df_M}} \tag{3.26}$$

Lastly, the Joreskog-Sorbom Goodness of Fit Index (GFI) is a measure of relative amount of variances and covariances jointly accounted for by the model, and it is defined as

$$GFI = 1 - \frac{tr(\sum^{-1} S - 1)^2}{tr(\sum^{-1} S)^2} \tag{3.27}$$

where I is identity matrix. GFI ranged from 0 to 1.0 with 1.0 indicating the best fit.

4 Research Findings

In this study, a questionnaire was used to collect data. This questionnaire includes 10 variables and 34 indicators. The 10 variables are: information location, financial information interconnection, financial information classification management, cash flow statement, separation and separation of financial information, adaptive table, liquidity and flexibility, risk-taking, value creation, resource leverage.

In qualitative analysis, interviews were conducted through open coding and axial coding of categories that led to the identification of concepts and dimensions. In this study, semi-structured interviews with emphasis on exploratory approach have been used. This decision was made because the aim of the research was to identify early and in-depth theoretical models for future experimental research based on qualitative findings.

At the beginning of the interview in general, the purpose of the research was mentioned and it was emphasized that the interviews will be used only for research purposes. The transcripts of the interviews were carefully transcribed and used for analysis along with the notes taken. Theme analysis method is widely used in qualitative research to analyze the text of interviews. In this method, the interview is first implemented from the recorded audio of the interview session and was completed using the notes taken during the interview sessions. Then, by carefully studying these texts, first, for each of the prepared interviews, all independent ideals were identified in the form of sub-concepts and themes, and then a code was assigned to each of them. After identifying the components of the financial statements appropriate to entrepreneurial marketing in order to validate the identified components, 15 managers and professionals with a long history of teaching at the university or working for the National Company for the Southern Oilfields They were selected as panel members in the Delphi method to evaluate the validity of the components. The Delphi method was performed in 3 rounds. The results of data analysis showed that the ten dimensions of financial information location, financial information interconnection, financial information classification management, cash flow statement preparation, separation and separation of financial information, comparative table, liquidity and flexibility Risk-taking, value-creating, and resource leveraging by experts were obtained in semi-structured interviews and the Delphi method.

To evaluate the normality of the distribution of the main variables, the valid Kolmogorov-Smirnov test is used. In interpreting the test results, if the observed error level more than 0.05, in that case, the observed distribution is the same as the theoretical distribution and there is no difference between them. That is, the obtained distribution is normal distribution.

Table 1: Variables Normality Test

Variable	**Sig**	**Result**
Location information	0.132	Normal
Interconnectedness of financial information	0.156	Normal
Financial information classification management	0.231	Normal
Cash Flow Statements	0.083	Normal
Separation of financial information	0.087	Normal
Comparative table	0.089	Normal
Liquidity and flexibility	0.088	Normal
Risk taking	0.093	Normal
Create value	0.094	Normal
Leverage resources	0.094	Normal

According to the values obtained from Smirnov-Kolmogorov statistics (table 1), it can be inferred that the expected distribution is not significantly different from the observed distribution for all variables and so the distribution of these variables is normal.

In this research, to identify and measure the latent variables, confirmatory factor analysis has been used. In performing the factor analysis, we must first be sure to use the available data that is required for analysis, to ensure this, the KMO index is used. By using this test, we can ensure the adequacy of sampling. This index is in the range of 0 to 1, if the index value is close to one, the desired data are suitable for factor analysis and otherwise, the results of factor analysis are not suitable for the desired data.

Table 2: Results of KMO index and Bartlett's test of structures of research variables

Sampling adequacy ratio coefficient KMW		**0.870**
Bartlett's test	Chi-square test	2710.734
	Degrees of freedom	243
	Sig	0.000

According to the above results, the amount of sampling adequacy for research structures is 0.870. Therefore, the sample size is appropriate for using structural equations. Generally, high values (close to 1) show that factor analysis is applicable to data. If this value is less than 0.5, the results of factor analysis probably will not be useful for the data. Also, Bartlett's Test of Sphericity is significant (because its significance level is less than the test level), so, the relation between variables or their covariance matrix is suitable for factor analysis. Table 3 shows the research structural model in which the estimated regression coefficients between the variables of research structural model are displayed.

Table 3: The results of fitting the research structural model

Variables	**Standard coefficient**	**Test statistics**	**Sig**
Location information	0.18	6.85	0.000
Interconnectedness of financial information	0.13	9.43	0.000
Financial information classification management	0.20	5.18	0.000
Cash Flow Statements	0.11	5.94	0.000
Separation of financial information	0.09		0.000
Comparative table	0.17		0.000
Liquidity and flexibility	0.05		0.000
Risk taking	0.08		0.000
Create value	0.06		0.000
Leverage resources	0.12		0.000

The coefficients obtained from structural equations show that the above variables (Location information, Interconnectedness of financial information, Financial information classification management, Cash Flow Statements, Separation of financial information, Comparative table, Liquidity and flexibility, Risk taking, Risk taking, Create value, Leverage resources) have a positive and significant effect on Financial statements.

5 Conclusion

The financial statements are a summary of the financing operations and investment activities of the company. These reports contain important points and useful information for the decisions of investors and creditors. These reports are the result of the business unit operating over a specified period of time. These reports are prepared based on specific standards and in accordance with accounting principles. The purpose of preparing financial statements is to provide information about the financial position, financial performance and flexibility of the business unit in a concise and categorized manner that is useful to most users of these reports in making their decisions. The four basic financial statements are the balance sheet, the income statement, the cash flow statement, the comprehensive income statement, and the notes to each of the financial statements. Looking at it from other perspectives, it can be said that marketing involves understanding the customer's wishes and adapting the company's products to meet those needs and involves a process of profitability for the company. The main purpose of this study is to present and explain the pattern of financial statements in accordance with the entrepreneurial marketing of companies (Case study: National Company of South-Ahvaz Oil Fields). This research is applied in terms of purpose and descriptive-survey in terms of nature. Data were collected using a researcher-made questionnaire that was approved by experts. The statistical community in the qualitative sector consists of experts and knowledgeable individuals and managers aware of marketing and financial management in the oil industry. The number of these people is 20. A small part of

the statistical population includes experts, managers and staff members of the National Company for the Southern Oilfields of Yudha, numbering 570 people. The number of samples in the quantitative section was selected according to Morgan table 234 people. The results of data analysis showed that the ten dimensions of financial information location, financial information interconnection, financial information classification management, cash flow statement preparation, separation and separation of financial information, comparative table, liquidity and flexibility Risk-taking, value-creating, and resource leveraging by experts were obtained in semi-structured interviews and the Delphi method. The coefficients obtained from structural equations show that the above variables (Location information, Interconnectedness of financial information, Financial information classification management, Cash Flow Statements, Separation of financial information, Comparative table, Liquidity and flexibility, Risk taking, Risk taking, Create value, Leverage resources) have a positive and significant effect on Financial statements. Based on the results of research and interviews with experts, the following suggestions can be made:

- Locating and integrating the location of information used in companies
- Creating an interconnected channel of financial information in different financial areas
- Managing the classification of financial information and the confidentiality of important and sensitive financial documents
- Create a cash flow statement in company transactions
- Separation of financial information from other information in the company's areas of work
- Use a comparative table for financial transactions
- Handling and creating liquidity and financial flexibility in financial processes
- Consider risk-taking programs in the company's financial processes
- Create value and added value for available resources
- Leverage resources and staff development and training

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