

## Validation of the National Tax Capacity Model: A Marketing Approach

Ali Asghar Torab Ahmadi<sup>1</sup>, Hossein Vazifehdoost<sup>2\*</sup>, Fereydoun Rahnama Roodposhti<sup>3</sup>

<sup>1-</sup> PhD Student, Department of Business Management, Science and Research Branch, Islamic Azad University, Tehran, Iran

<sup>2-</sup> \*Department of Business Management, Science and Research Branch, Islamic Azad University, Tehran, Iran (Corresponding Author) [vazifehdust@yahoo.com](mailto:vazifehdust@yahoo.com)

<sup>3-</sup> Department of Accounting and Financial, Science and Research Branch, Islamic Azad University, Tehran, Iran

### Article History

**Submission date:** 2024-05-04  
**Revised date:** 2024-6-27  
**Accepted date:** 2024-9-09  
**Available online:** Summer 2024

### Abstract

**Purpose:** Tax capacity refers to a government's ability to collect taxes without exerting excessive pressure on the economy or taxpayers.

**Design/methodology/approach:** In this study, the qualitative section utilized a grounded theory approach to present a model of the country's tax capacity from a marketing perspective. Our research process was thorough, involving interviews with fourteen professors and experts in the country's tax system (especially members of the Supreme Tax Council) and specialists with a minimum of 15 years of work experience and at least a master's degree. Ten main categories were identified based on the paradigmatic model, structured into six dimensions: appropriate tax policy, tax smartening, and tax persuasion as "causal conditions"; inflation and the state economy as "intervening conditions"; sanctions as "contextual conditions"; expansion of tax bases and tax compliance as "interactive dimensions"; tax capacity as the "core phenomenon"; and public welfare as the "consequential dimension. Findings: In the quantitative section, the model obtained was tested using structural equation modeling, and the results indicated that appropriate tax policy has a significant impact on the expansion of tax bases and tax compliance. Tax smartening significantly affects the expansion of tax bases and tax compliance. Tax persuasion also substantially impacts the expansion of tax bases and tax compliance. Sanctions significantly influence the expansion of tax bases and tax compliance. Inflation significantly affects the expansion of tax bases and tax compliance. The state economy significantly impacts the expansion of tax bases and tax compliance. The expansion of tax bases and tax compliance significantly affects tax capacity. Finally, tax capacity has a significant impact on public welfare.

**Keywords:** Tax Capacity,  
Marketing Approach,  
Appropriate Tax Policy.

## Introduction

Tax capacity, the government's ability to collect taxes without imposing excessive pressure on the economy or taxpayers, can be significantly enhanced. By increasing the number of taxpayers through the establishment of a proper tax database, improving tax collection systems, and increasing taxpayer compliance and cooperation, we can make strides. However, it's the urgent need to reduce tax evasion that will truly drive this enhancement, making it a crucial action for the future of our tax capacity. (Altaf, Zameer, & Akhtar, 2024) . Sustainable development requires appropriate tax policies, which are important both at the business level and at the state level. Tax capacity is a key capability of the government (Victorova, Rytova, Koroleva, & Pokrovskaia, 2020) that can promote economic growth (Basha & Review, 2022) and sustainable development. Tax revenues are an essential source of sustainable development, enhancing the government's ability to generate its own tax revenues (Kouam & Asongu, 2022). Taxes are one of the most important, fundamental, and stable sources of public revenue for the government. The potential ability of the community to pay taxes and the ability of the government to collect them, referred to as tax capacity in economic literature, is the first step in tax collection. Tax capacity essentially represents the amount of taxes a society can afford to pay. In other words, tax capacity is the economic capacity of a country to bear various taxes and the amount that individuals and legal entities in a country can pay. Increasing taxes without considering the country's tax capacity is not feasible. Ignoring tax capacity leads to the inability of the society to bear the pressure of various

taxes, which in turn results in the failure to achieve the objectives of the tax system, including the failure to achieve government revenues as reflected in the government's financial records (budget). Tax capacity defines the government's ability to generate tax revenues (Bai, Xu, Gong, & Chauhan, 2022). Insufficient attention to tax capacity results in inappropriate tax policies and societal dissatisfaction under the burden of various taxes, leading to tax avoidance and evasion and the failure to achieve tax objectives.

This research aims to present an appropriate tax capacity model with a marketing approach to identify factors influencing tax capacity and enhance it to achieve the goals of the national tax system effectively. The objectives of the tax system are crucial as they have a direct connection with the macroeconomic system of the country. Moreover, it should be noted that as the government strives to increase tax revenues and secure national income, tax capacity has become an important and vital issue, as achieving tax revenues without considering tax capacity is impossible. Therefore, the government's efforts to achieve its tax revenues should focus on identifying the factors affecting tax capacity and strengthening the country's tax capacity. Currently, in the country, due to a lack of sufficient attention to tax capacity and its influencing factors in capacity building, there is a significant gap between actual tax capacity and tax collection, which has complicated government planning. The expansion of government commitments in economic, social, and other fields has led to an increasing trend in government expenditures, necessitating reliable revenue sources to cover such costs. Thus, identifying tax capacity and its components is crucial for increasing tax revenues. Applying a marketing approach

to improve tax capacity can help enhance tax collection conditions and tax capacity (Torab Ahmadi, 2017). By explaining the functions of the tax system for economic growth and development, and by identifying factors influencing tax capacity, the government can use scientific and practical methods, including a marketing approach—especially using the conceptual approach of social marketing concerning taxes and their benefits for society—and by leveraging modern technology, increase tax capacity, which provides tax revenues for distributional, allocative, and stabilization purposes (Keller, Guyt, & Grewal, 2024). Proper and targeted use of exemptions, discounts, incentives, waivers, and tax services with an appropriate approach toward building tax capacity and developing businesses to enhance the welfare and satisfaction of society is also a guiding path. Therefore, considering the aforementioned points, this research employs a mixed-method approach to present a model of national tax capacity based on a marketing approach; thus, the main research question is: What model can be proposed for national tax capacity with a marketing approach?

### **Theoretical Foundations**

One of the important factors in economic development is the existence of an effective tax system. Tax capacity refers to the predicted tax ratio to gross domestic product (GDP), which can be empirically estimated by considering a country's macroeconomic, demographic, and institutional characteristics, all of which change over time (Karkon, Nakhaei, & Hajiha, 2021). Taxes have always been a focus as one of the most important means of financial credit since the formation of societies and governments. In fact, given the high dependency of Iran's economy on

oil revenues, it has a fragile structure in such a way that shocks related to downward oil fluctuations, rapid economic changes, and lack of appropriate policies and actions and their implementation, as well as the absence of a reliable income substitute, could have significant adverse effects on the country's economy. Therefore, tax revenues will be a trustworthy, dependable, and sustainable source of income for the government to achieve economic goals, social welfare, and the country's growth and prosperity, which is significantly related to tax capacity (Torab Ahmadi, 2017). Marketing as an innovative approach can help increase the country's tax capacity. Applying marketing principles and techniques can strengthen voluntary interactions and cooperation in tax payments. Understanding and analyzing taxpayers accurately, effective communication, education, awareness-building, trust-building, and the use of incentive and reward systems are among the strategies that can help increase tax capacity and improve the tax system's efficiency. This approach can lead to increased tax revenues and, consequently, improve public services and economic development (Hossain, 2023).

Tax marketing utilizes market research techniques to understand and analyze taxpayers accurately. This understanding includes examining the needs, concerns, behaviors, and motivations of different taxpayer groups. Through these analyses, effective strategies for engaging with each group of taxpayers can be designed. Communication and advertising tools can help increase awareness and acceptance of taxes. Clear and understandable messages that explain the benefits of paying taxes for society and individuals can encourage taxpayers to cooperate voluntarily. Educational programs and awareness campaigns can provide necessary

information to taxpayers, helping them understand the importance and necessity of tax payments. These programs can be offered to taxpayers through various media, including the internet, television, radio, and publications (Rofiyanti et al., 2022). Since tax collection by the government and its payment by the people requires mutual cooperation and interaction based on the realities and capabilities of society, it has been observed that a lack of attention to certain factors has hindered this from happening effectively, affecting the efficiency of the tax system and the government's financial planning in providing public expenditures, economic growth, social welfare, and taxpayer satisfaction, including economic actors and the general public. Although there have been studies on tax capacity, each examining different aspects, achieving an efficient and reliable tax system requires a suitable model that can accurately explain the factors influencing tax capacity and identify ways to improve and increase it (tax capacity building). Despite its significant importance, no research has yet been conducted in this regard, and this gap is still felt in the path of tax and economic policy-making and the welfare state's strategy. Examining theories related to tax capacity building confirms this reality: without considering inflation and sanctions as common variables, the main theoretical and practical gap in this area remains. The marketing approach in tax management refers to applying marketing principles and strategies to enhance tax compliance and improve tax collection. This approach can increase tax capacity and improve the tax system's efficiency by establishing public trust, enhancing services to taxpayers, and effective communication (Ching & Goetz, 2024). In existing research in Iran, discussions related to tax capacity have predominantly focused on

technical and economic aspects, with less attention given to managerial and

marketing approaches. Since tax collection by the government and payment by the public require a collaborative and reciprocal interaction based on societal realities and capabilities, neglecting certain factors has hindered this process. Consequently, the effectiveness of the tax system and government financial planning to ensure public expenditure, economic growth, social welfare, and taxpayer satisfaction has faced challenges. Although various studies have been conducted on tax capacity, each addressing different aspects, achieving an efficient and reliable tax system necessitates a suitable model that can adequately explain the influencing factors on tax capacity and outline ways to improve and increase it (tax capacity building). Despite its special significance, no research has been conducted on this matter to date, and this void is still felt in the path of tax and economic policymaking and the welfare state strategy. An examination of theories related to tax capacity building confirms that without considering the proposed marketing approach and especially the "two variables of inflation and sanctions" jointly, it is regarded as the main theoretical and implementation gap in this field.

Thus, in this context, aligning tax capacity with the economic functions of taxation is essential, and providing a model of national tax capacity with a marketing approach can be of considerable importance both scientifically and practically.

## Literature Review

Pahlavan et al. (2024) conducted a study titled "Estimating the Tax Capacity of the

E-commerce Sector: Evidence from Iranian Data." The research initially aims to examine tax capacity and tax collection

and stabilizing prices. As a key stakeholder in companies, the government relies on tax returns filed and submitted by taxpayers to determine tax amounts. Despite the government's reliance on these tax returns, the declared tax often does not match the assessed tax. The research data, based on a sample of 120 companies listed on the Tehran Stock Exchange from 2011 to 2017, were analyzed using a combined data method and a multivariate regression model. The study's findings revealed that economic sanctions increase the tax gap and decrease tax revenues, and political connections also increase the tax gap and decrease tax revenues. During economic sanctions, companies turn to the hidden and underground economy to evade taxes and retain cash within the company.

Hakimi (2018) conducted a study titled "Tax Capacity Assessment in Iran's Regions." This paper categorizes Iran's provinces into three regions—developed, less developed, and undeveloped—based on tax collection levels from 2000 to 2011. Each region comprises provinces selected based on available data. The developed region includes nine provinces, while the less developed and undeveloped regions each include six provinces; other provinces were excluded. Using panel data methods, the study identified factors influencing the tax capacity of various provinces. It was found that the value added from the industrial and mining sectors to GDP, the value added from the services sector to GDP, per capita income, and investment are significant variables. The maximum tax revenue calculated using the general form of the Laffer curve was compared with the actual tax capacity of each province to determine the tax gap, which is 41% for the developed region and

47% for both the less developed and undeveloped regions. The findings of this study indicate that a tax gap exists in all regions and provinces and has even increased. To address this, it is suggested to improve: (a) tax culture; (b) comprehensive tax plans and on-the-job training; (c) the revision of tax laws and regulations; and (d) other necessary measures (Hakimi, 2018).

Sepehrdoost and Barouti (2017) conducted a study titled "Examining the Tanzi Effect on the Performance of the Tax System in Iran." The impact of inflation on real tax revenues and consequently the budget deficit is known as the Tanzi effect. Improving the performance of the country's tax system is recommended as a solution to reduce dependence on oil revenues under sanctions. Thus, it is crucial to pay more attention to the factors affecting tax revenue performance. The purpose of this study is to examine the Tanzi effect alongside other macroeconomic variables on the performance of Iran's tax system. To this end, the autoregressive distributed lag (ARDL) econometric method was used to examine the long-term and short-term impacts of inflation rates and macroeconomic variables from 1984 to 2014. The findings show that, in both short and long terms, the inflation rate and the agricultural sector's share have negative effects, while the human development index, government expenditures, and the shares of the industry and services sectors have positive and significant effects on the performance of the tax system during the period studied. The results suggest that expanding the tax base in the production sectors (industry and services), timely tax revenue collection by shortening tax periods, and eliminating non-principled tax exemptions enhance the tax system's stability and efficiency.

Rabii and Esmailnia (2013) conducted a study titled "Estimating Tax Capacity and Effort and Its Relationship with Oil Revenues in Iran's Economy and Selected OPEC Countries." This research examines the tax capacity and effort and their relationship with oil revenues in six selected OPEC member countries, including Iran, Kuwait, the UAE, Venezuela, Algeria, and Saudi Arabia, using panel data from 1990 to 2008. Influencing variables on tax capacity include per capita income, economic openness (the sum of exports and imports to GDP), the ratio of oil revenues to GDP, and tax capacity with one lag. The findings show that per capita income, the ratio of oil revenues to GDP, and tax capacity with one lag have a positive and significant relationship with tax capacity (Rabii & Esmailnia Ketabi, 2013).

Bergeron et al. (2024) conducted a study titled "The State Capacity Ceiling on Tax Rates: Evidence from Randomized Tax Abatements in the DRC." The paper investigates how tax rates and tax enforcement jointly affect fiscal capacity in low-income countries. The research focuses on a policy experiment in the Democratic Republic of Congo (DRC), randomly assigning 38,028 property owners to either the current or reduced tax rates. The findings reveal that the current tax rate exceeds the revenue-maximizing tax rate (RMTR). By lowering tax rates by approximately one-third, the study unveils a hopeful prospect for fiscal growth, as government revenue can be maximized through increased tax compliance. The study also highlights that replacing tax collectors in the bottom quartile of enforcement capacity with average collectors could increase the RMTR by around 40%. Overall, the research concludes that tax rates and enforcement are complementary levers, and jointly optimizing both can lead to a 10%

increase in revenue compared to optimizing them independently. These findings provide empirical evidence that

low government enforcement capacity imposes a binding ceiling on the revenue-maximizing tax rate in some developing countries, underscoring the importance of increasing tax rates alongside enforcement efforts to enhance fiscal capacity. (Bergeron, Tourek, & Weigel, 2024).

Nyanumba (2023) conducted a study titled "Challenges Facing the Tax System, Tax Reforms, and the Future of Taxation: A Case Study of Kenya." Revenue is the lifeblood of any economy. It is the vital flow in a country's financial system, fostering growth in various industries that define a country's status. Kenya's economic growth and revenue source heavily depend on taxes. The Kenyan government earns revenue from various taxes, including excise duty, value-added tax (VAT), income tax, customs duty, and other levies. The state agency responsible for tax administration and collection in Kenya is the Kenya Revenue Authority (KRA). The tax system in Kenya faces many challenges that negatively impact tax base expansion and compliance. Kenya has implemented tax reforms to increase the amount of tax revenue collected. However, Kenya's financial structures show that, despite reforms, government expenditure and revenue have remained steady, with expenditures constantly exceeding revenues. Large fiscal deficits resulting from the gap between revenues and expenditures have forced Kenya to borrow continually from abroad. This paper provides broader perspectives on taxation in Kenya, identifies the challenges facing Kenya's tax system, outlines the tax reforms Kenya has adopted (both administrative and policy), and discusses the future of taxation in Kenya. It also provides

conclusions and recommendations (Nyanumba & Study, 2023).

Okunogbe and Santoro (2023) conducted a study titled "The Promise and Limitations of Information Technology for Tax Mobilization." Tax revenue in many low- and middle-income countries is insufficient to finance investments in public goods and human capital. With high levels of informality and limited government capacity, many tax authorities struggle to determine the real tax base and collect taxes efficiently and equitably. Tax authorities increasingly use new technologies to improve administrative processes, taxpayer compliance, and tax base expansion. This paper reviews recent literature on using technology for tax administration. It highlights the potential of technology to enhance tax collection by helping identify the tax base, monitor compliance, and facilitate compliance. It also identifies potential limitations of using technology, such as inadequate infrastructure and connectivity, lack of acceptance or resistance by taxpayers and tax collectors, absence of mainstream institutional flow, and an unsupportive regulatory environment (Okunogbe & Santoro, 2023).

Akbari and Minouei (2022) conducted a study titled "Identifying Components Effective in Enhancing Tax Capacity in E-commerce and Providing Tools Based on Identified Categories." This applied qualitative research involved semi-structured interviews with 20 experts and scholars in the field, selected through purposive sampling until theoretical saturation was reached. Data were analyzed using qualitative data analysis methods. The researchers concluded that four main components—organizational-administrative, technical-telecommunications, cultural-social, and legal factors—are the most important in

increasing tax capacity in e-commerce (Akbari, Fathi, & Minouei, 2022).

Santos and Starepravo (2022) conducted a study titled "Analysis of Per Capita Tax Capacity of Municipalities for Decentralization of the SEGUNDO Program." Data on tax capacity were collected from the IBGE website, and data from 2003 to 2012 were analyzed. The results indicate that per capita tax capacity did not interfere with the distribution of the program. Furthermore, the hypothesis that per capita tax capacity reduces the decentralization ability of the program was not confirmed (Santos & Starepravo, 2022).

Tagem and Morrissey (2021) conducted a study titled "What Drives Tax Capacity in Sub-Saharan Africa?" This paper uses annual data from 44 sub-Saharan African countries covering the period 1980 to 2018. They concluded that to increase tax capacity, the ratio of actual to potential tax revenue should be decomposed to use the trend component as a measure of tax capacity. Additionally, using broad and specific analyses with a wide range of economic and institutional variables as potential determinants of tax capacity is important (Tagem & Morrissey, 2021).

Beramendi and Rogers (2021) conducted a study titled "The Geography and Origins of Tax Capacity." The researchers found a relationship between the geographical distribution of economic endowments in a country and long-term tax capacity. Economic geography creates incentives to facilitate large-scale tax rules. The sectoral economic advantage also provides leverage to transform these government incentives into stable policies and institutional balances. Unequal economic endowments across a country's geography exacerbate tax capacity differences. Additionally, political

disagreements over the size and scope of government hinder concentrated investment in state capacity for tax collection (Beramendi & Rogers, 2021).

A review of domestic and international research backgrounds revealed that no study has yet developed a tax capacity model for the country using a marketing approach and a grounded theory method. This research provides a comprehensive framework for the tax field by presenting and validating the contexts, strategies, and outcomes of the tax capacity model.

## Methodology

The present study, which provides a model of the country's tax capacity derived from grounded theory, is classified as qualitative and fundamental research. Grounded theory is a qualitative method that studies a specific phenomenon or process, leading to the discovery of new theories. These theories are based on real-world data analysis, making them practical and applicable.

This research, in terms of presenting a model of the country's tax capacity derived from grounded theory, falls into the category of qualitative and fundamental research. After determining the aforementioned characteristics, it also falls into the category of quantitative and applied research in terms of examining the relationships between variables, testing the model derived from the first stage, and the possibility of applying the research results after testing the relationship between the variables.

Also, the research strategy is grounded theory from a qualitative perspective and survey-based from a quantitative

perspective. This research, from a paradigmatic perspective, is constructivist (interpretive) in its qualitative dimension and positivist in its quantitative dimension.

Furthermore, the present research is exploratory in terms of identifying effective characteristics and descriptive in terms of determining the relationships between variables and their application in the executive domain. In terms of data type, this work is mixed-methods research.

The statistical population of the research in the qualitative section included professors and experts of the country's tax system and specialists in the field with at least 15 years of work experience and at least a master's degree, considering the

specialized nature of the subject. The research period is set for spring 2024, with the qualitative statistical population consisting of professors and experts in the tax system of the country (especially members of the Supreme Tax Council) and specialists with at least 15 years of work experience and a minimum educational qualification of a master's degree, given the highly specialized nature of the topic. In the quantitative section, the statistical population includes specialists from the Tax Affairs Organization in Tehran. The sample size in studies conducted with qualitative methods and interviews is usually recommended to be between 5 and 25 people (Shafiei and Tat, 2020). Also, for sampling in the qualitative section, non-probability and purposive methods and the theoretical sampling process were used (Mohammadpour, 2013), and the interview process in qualitative analysis continued until theoretical saturation was reached. Based on this, 14 people participated in the qualitative section. In



the quantitative section, considering the statistical population of about 4000 people, 351 people were selected as sample members based on Morgan's table.

Interviews were used to collect research data in the qualitative section. Since semi-structured interviews are more suitable for qualitative studies conducted with the aim of exploration and model design, semi-structured interviews were also conducted with experts in this research. In the quantitative section, the necessary information for testing the hypotheses was collected through a researcher-made questionnaire derived from the qualitative section. For data analysis, grounded theory was used in the qualitative section with the help of MAXQDA software, and structural equation modeling was used in the quantitative section with the help of PLS software.

## Result

The qualitative section of this study was conducted based on the perspectives of 14 method. For this purpose, the interview texts were studied and reviewed several times. For conducting grounded theory research, the "systematic approach," known as the work of Strauss and Corbin (1998), was used.

Through theoretical sampling and after initial coding of the interview texts, concepts and categories were extracted. The interview texts consisted of 36,569 words, with 7,212 words having at least 3 characters. Through initial coding in open coding, a total of 1,608 codes were identified. After screening the initial codes, we arrived at 117 concepts. In qualitative research, the criterion for stopping the interview and analysis process is reaching "theoretical sufficiency" or saturation. In other words,

experts in the field of study. In terms of gender, 11 participants were male and 3 were female. In terms of age, 1 participant was under 40 years old, 6 were between 41 and 45 years old, and 7 were over 45 years old. In terms of education, 4 experts had a master's degree and 10 had a doctorate. Finally, 3 participants had between 10 and 20 years of work experience, and 11 had over 20 years of work experience.

To present the model of the country's tax capacity, specialized, semi-structured interviews were conducted with experts. In this stage, before starting the interview, ten open-ended questions were considered, and during the interview process, it was anticipated that new questions might also arise. To familiarize the researcher with the depth and breadth of the data content, the data was repeatedly reviewed and actively read (searching for meanings and patterns).

The results of the interviews were analyzed using the grounded theory

prolonging the research does not lead to changes in the concepts or categories that emerged during the research. From the late thirteenth to the end of the fourteenth interview, no changes (including creation or modification) occurred in the concepts and categories formed during the research, which signifies the achievement of the "theoretical sufficiency" criterion. The open codes were grouped together, and then focused codes were formulated. The concepts were categorized into 10 main categories in focused coding. The concepts and main categories of the country's tax capacity model extracted from the interviews using the grounded theory method are presented in Table 1.

**Table 1- Main Concepts and Categories of the Tax Capacity Model**

Categories	Concepts
Appropriate Tax Policy	Reformation of laws and regulations, targeting tax exemptions, sound policy-making, appropriate tax strategy, tax laws regarding income and capital, budget laws and a reasonable increase in the share of taxes, reforming regulations for incentivizing managers based on appropriate criteria and not based on tax collection, simplification of laws, resolving contradictions and complexities in laws, ensuring fairness in laws, reforming laws for institutions, reforming banking laws, appropriate tax exemptions and discounts, suitable facilities, reduction of regulations, a strategy tailored to the needs of taxpayers.
Tax Intelligence	Creating a suitable database, reducing the discretionary power of tax officers, facilitating tax payment, reducing collection costs, providing appropriate information, accessing taxpayers' financial information, establishing an information technology infrastructure, reducing the influence of tax officers, determining the method of tax collection, utilizing technology, ensuring the adequacy of the collection apparatus, electronifying systems, traditional taxation, data-driven taxation, a simple payment mechanism, systematization and consequently improving administrative health in the tax system, creating an information system for businesses, estimating expenses and income of internet systems.
Tax Persuasion	Tax expenditure methods, changing taxpayers' attitudes, motivation for tax payment, social communication of the tax organization, tax transparency, the reasoning behind taxes, tax reporting, need creation, areas of tax expenditure, appropriate culturalization, persuading people and taxpayers, increasing public awareness, transparently presenting tax outcomes, reforming the education system for taxation, creating a sense of need in people, improving service delivery, educating the public, explaining the functions of taxes, elite participation in tax approval (approval by authorities), stating the reasons for tax payment, understanding the practical needs of taxpayers, public participation in benefits.
Expanding the Tax Base	Taxpayer identification, expanding the number of taxpayers, tax fairness, tax inclusivity, market control, identification of online taxpayers.
Tax Compliance	Trust in the tax system, increasing tax compliance, tax acceptance, taxpayer confidence, trust in the

	government, taxpayer participation, taxpayer satisfaction.
Tax Capacity	Reducing the tax gap, reducing tax avoidance, reducing tax evasion, increasing tax capacity, reducing tax corruption, payment threshold, ability to pay, economic, social, cultural, political, technological, and governance dimensions.
Inflation	Adjusting salaries and benefits in line with inflation, devaluation of the national currency, inflationary economy, increase in government expenditures.
State-controlled economy	Economic liberalization, increasing efficiency and productivity, commercial laws, Principle 44, freedom of business, labor freedom, capital freedom, state-controlled economy, forcing exporters to sell dollars at a low price, enforcing the rights of producers and exporters, democratizing the economy, activating the private sector, small businesses, a large government.
Sanctions	Political conditions, relations with other countries, decrease in oil sales, reduction in oil revenue, the JCPOA (Joint Comprehensive Plan of Action), international restrictions, financial limitations, comprehensive sanctions, inability to transfer funds, international banking restrictions.
Public Welfare	Economic growth and development, job creation, improving the standard of living and the economy of taxpayers, financing public expenditures, social welfare, equitable distribution of wealth, redistribution of resources, reducing the class gap, regulating the economy, reducing inequality, creating capital, financing the government.

Next, the axial codes were arranged together, and their relationships with each other were determined using the structural-interpretive modeling method. This matrix was completed by experts and specialists in the axial process. The resulting information was summarized based on the interpretive structural modeling method, and the final structural self-interaction matrix was formed. In the categorization of categories, a formulation about the contexts, processes, and consequences, as well as the relationship between the research categories, is consolidated. In this research, the

contexts, processes, and consequences were identified as follows:

- **Contexts:** Appropriate tax policy, tax intelligence, tax persuasion, inflation, state economy, and sanctions were identified.
- **Processes:** Tax compliance and expansion of tax bases were identified.
- **Consequences:** The outcome of the presented model was identified as public welfare.

After examining the categories from different perspectives and determining the relationships between them at different levels and conditional routing, the axial coding stage was completed so that in the final step of analysis, selective coding and the creation of the final theory and model could be carried out. In selective coding,

the core category of the research was identified as tax capacity.

Also, the shape of the paradigmatic model resulting from the qualitative findings of the research is presented below:

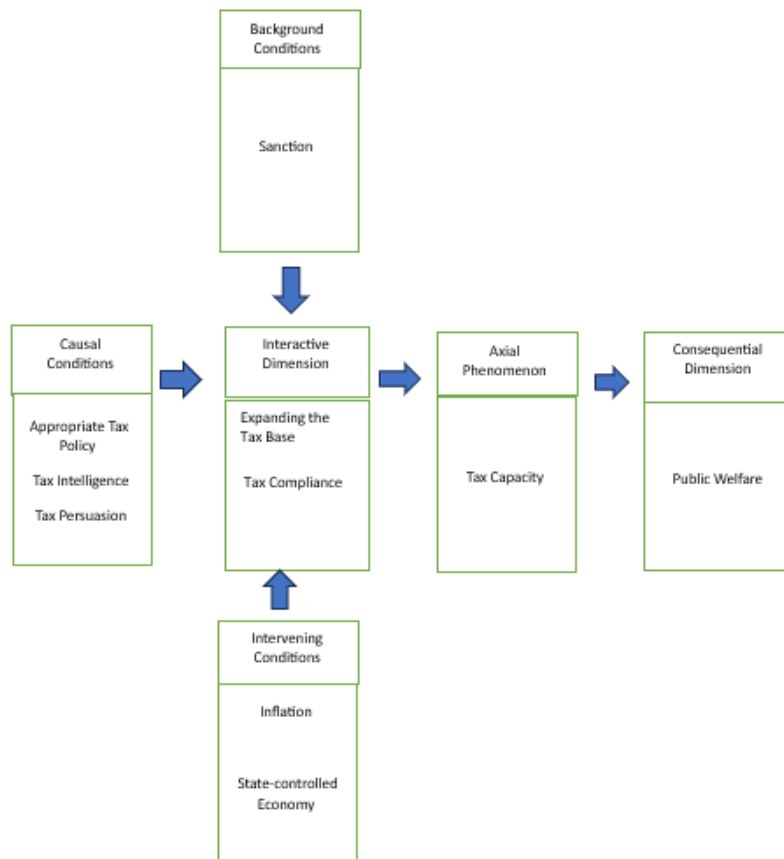


Figure 1 - Paradigmatic Model

In the quantitative section, the paradigmatic model derived from the qualitative section was validated. The demographic characteristics of the sample in the quantitative section can be seen in the table below:

Table 2 - Demographic Characteristics in the Quantitative Section

	Demographic Characteristics	Frequency	percentage
Gender	Male	338	96.3
	Female	13	3.7

<b>Age</b>	Under 30 years	2	0.6
	31-40 years	37	10.5
	41-50 years	132	37.6
	Above 50 years	180	51.3
<b>Education</b>	Associate degree	2	0.6
	Bachelor's degree	42	12.0
	Master's degree	215	61.3
	PhD student and above	92	26.2
<b>Work Experience</b>	Under 10 years	23	6.6
	10-20 years	69	19.7
	21-30 years	178	50.7
	Above 30 years	81	23.1
<b>Total</b>		351	100%

To assess the reliability of the questionnaire, which was developed through expert interviews in the qualitative phase and derived from the concepts expressed about each variable (Table 1), Cronbach's alpha coefficient and composite reliability were used. The

composite reliability for the entire questionnaire was 0.923. Also, Cronbach's alpha and composite reliability were calculated for each individual variable, and all values were above 0.7 (Table 3), indicating the reliability of the questions for each factor.

Table 3- Main Research Variables and their Validity and Reliability

Concept	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)	R Square
State-Controlled Economy	0.894	0.908	0.89	0.514	
Sanctions	0.817	0.8	0.807	0.602	
Expanding the Tax Base	0.815	0.828	0.86	0.538	0.846
Tax Capacity	0.842	0.848	0.881	0.516	0.672

Tax Compliance	0.916	0.92	0.933	0.667	0.853
Inflation	0.704	0.809	0.816	0.618	
Tax Intelligence	0.86	0.872	0.884	0.545	
Tax Persuasion	0.919	0.922	0.931	0.509	
Appropriate Tax Policy	0.885	0.893	0.904	0.574	
Public Welfare	0.927	0.93	0.94	0.611	0.42

Also, the square root of the AVE for each construct in the standardized estimation was greater than the correlation between the constructs, indicating the presence of discriminant validity [1] (Table 4).

Table 4- Examination of the Discriminant Validity of the Model

Concept	State-Controlled Economy	Sanctions	Expanding the Tax Base	Tax Capacity	Tax Compliance	Inflation	Tax Intelligence	Tax Persuasion	Appropriate Tax Policy	Public Welfare
State-Controlled Economy	0.71									
Sanctions	0.14	0.77								
Expanding the Tax Base	-0.20	-0.33	0.73							
Tax Capacity	-0.17	-0.31	0.57	0.72						
Tax Compliance	-0.16	-0.22	0.68	0.63	0.82					
Inflation	0.13	0.12	-0.15	-0.19	-0.16	0.78				
Tax Intelligence	-0.05	-0.31	0.63	0.61	0.64	0.14	0.73			
Tax Persuasion	-0.12	-0.13	0.62	0.63	0.79	0.17	0.68	0.71		

Appropriate Tax Policy	-0.13	-0.25	0.63	0.61	0.63	0.19	0.65	0.62	0.75	
Public Welfare	-0.25	-0.12	0.58	0.65	0.66	0.13	0.46	0.64	0.58	0.78

To examine the significance of the research questions' answers from a statistical perspective, the normality of the score distribution was first tested. The Smirnov-Kolmogorov test was used to assess the normality of the distributions. Given that the significance level of the output was above 0.05, it was determined that all research variables followed a normal distribution. To investigate the status of the research variables, considering the normal distribution of the variables, a one-sample t-test was used. The research results indicated that the variables of appropriate tax policy, tax persuasion, tax compliance, tax capacity, and public welfare are at a low level. The

variables of tax intelligence and tax base expansion are at a moderate level, while the variables of inflation, state-controlled economy, and sanctions are at a high level.

In this research, the structural equation modeling method using PLS software was employed to determine the fitness of the structural model and test the research hypotheses.

The final structural equation model is also presented in two states: coefficient significance and standardized estimation, as shown in the following figures.

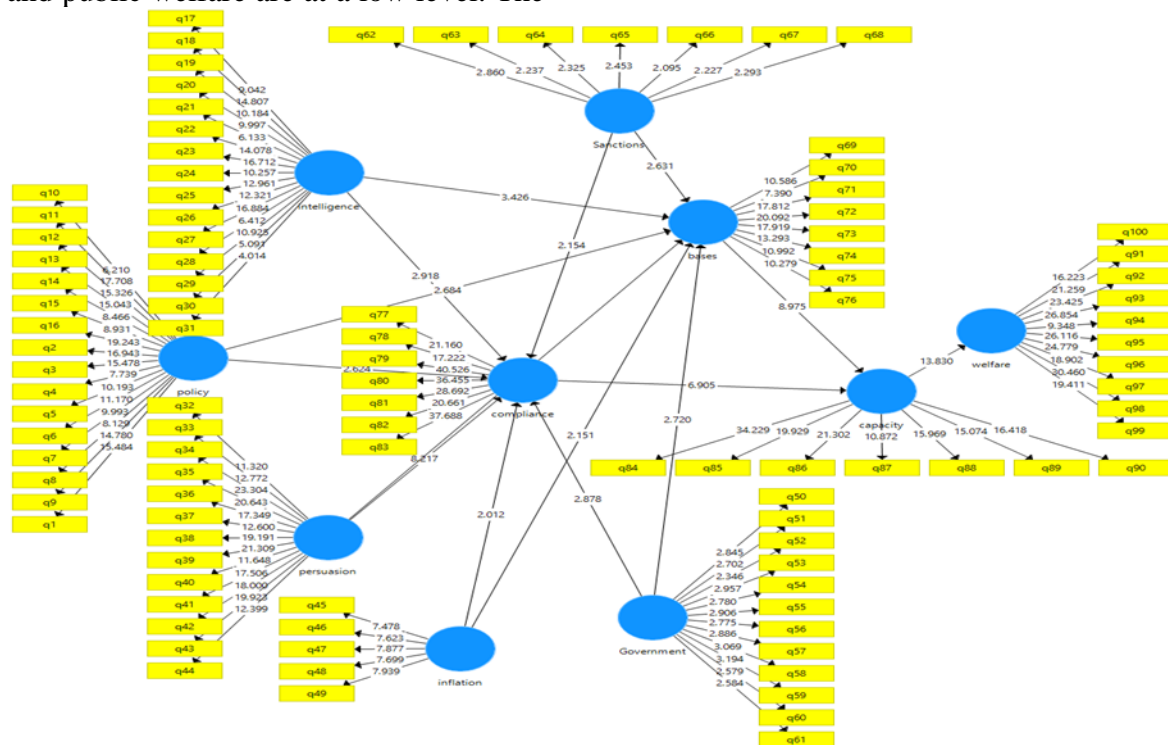


Figure 2: Research Model in Significant Coefficient Mode

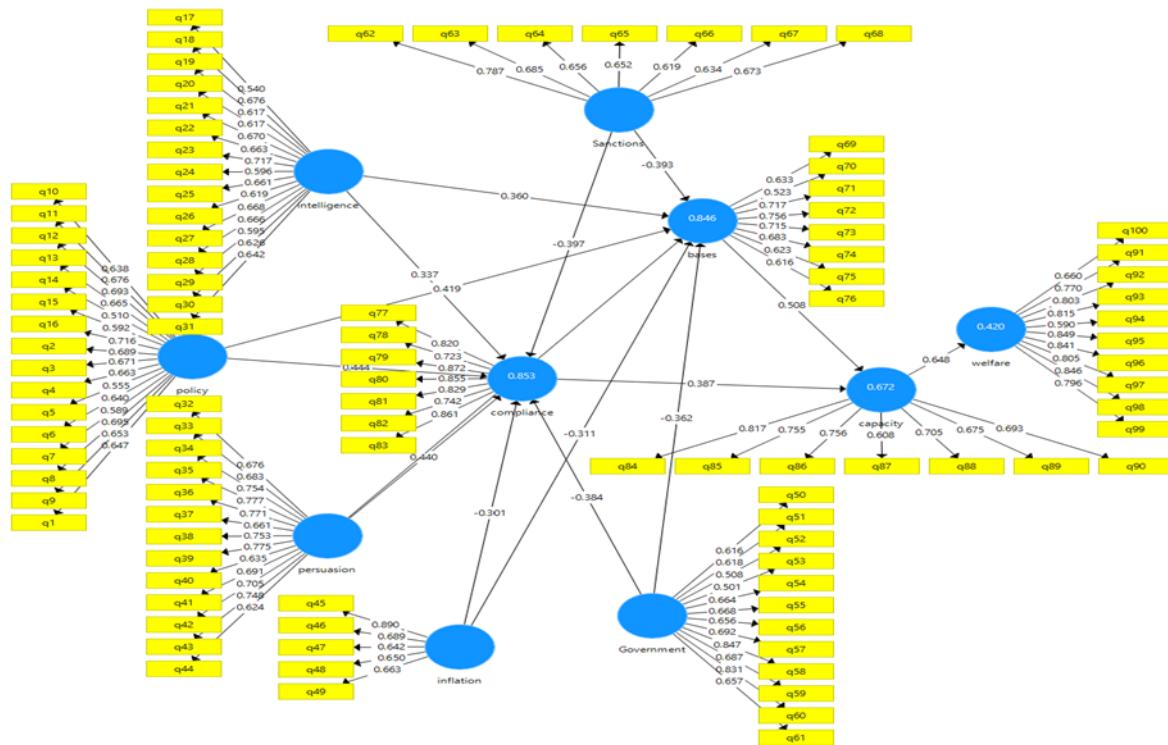


Figure 3: Research Model in Standard Estimation Mode

Considering the indices presented in Table 5, it can be concluded that the research model has a good fit.

Table 5- Model Fit Indices

Obtained Value	Index
0.407	Redundancy
GoF = 0.63	Overall Fit Index

**Research Findings:**

The results of the hypothesis testing are presented in the following table



**Table 6- Examination of the Rejection or Confirmation of the Research Hypotheses**

Hypotheses	Path Coefficient	Significance	Confirmation/Rejection
Appropriate tax policy has a significant impact on expanding the tax base.	0.41	2.68	Confirmed
Appropriate tax policy has a significant impact on tax compliance.	0.44	2.62	Confirmed
Tax intelligence has a significant impact on expanding the tax base.	0.36	3.42	Confirmed
Tax intelligence has a significant impact on tax compliance.	0.33	2.91	Confirmed
Tax persuasion has a significant impact on expanding the tax base.	0.34	7.22	Confirmed
Tax persuasion has a significant impact on tax compliance.	0.44	8.21	Confirmed
Sanctions have a significant impact on expanding the tax base.	-0.39	2.63	Confirmed
Sanctions have a significant impact on tax compliance.	-0.39	2.15	Confirmed
Inflation has a significant impact on expanding the tax base.	-0.31	2.15	Confirmed
Inflation has a significant impact on tax compliance.	-0.3	2.01	Confirmed
A state-controlled economy has a significant impact on expanding the tax base.	-0.36	2.72	Confirmed
A state-controlled economy has a significant impact on tax compliance.	-0.38	2.87	Confirmed
Expanding the tax base has a significant impact on tax capacity.	0.5	8.97	Confirmed
Tax compliance has a significant impact on tax capacity.	0.38	6.9	Confirmed
Tax capacity has a significant impact on public welfare.	0.64	13.83	Confirmed

**Hypothesis 1: Appropriate tax policy has a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of 0.41 and significance of 2.68, the factor "appropriate tax policy" has a direct, positive, and significant impact on "tax base expansion." These results are consistent with the findings of Hakimi (2018), Sepehrdoost & Barouti (2017), Nguyen et al. (2019), Akbari & Minoui (2022), and Nyanumba. (2023)

**Hypothesis 2: Appropriate tax policy has a significant impact on tax compliance.**

Based on the data analysis results, with a path coefficient of 0.44 and significance of 2.62, the factor "appropriate tax policy" has a direct, positive, and significant impact on "tax compliance." These results are consistent with the findings of Hakimi (2018), Nguyen et al. (2019), Akbari & Minoui (2022), and Nyanumba. (2023)

**Hypothesis 3: Tax intelligence has a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of 0.36 and significance of 3.42, the factor "tax intelligence" has a direct, positive, and significant impact on

"tax base expansion." These results are consistent with the findings of Okonugbe & Santoro (2023).

**Hypothesis 4: Tax intelligence has a significant impact on tax compliance.**

Based on the data analysis results, with a path coefficient of 0.33 and significance of 2.91, the factor "tax intelligence" has a direct, positive, and significant impact on "tax compliance." These results are consistent with the findings of Okonugbe & Santoro (2023).

**Hypothesis 5: Tax persuasion has a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of 0.34 and significance of 7.22, the factor "tax persuasion" has a direct, positive, and significant impact on "tax base expansion." These results are consistent with the findings of Nyanumba (2023).

**Hypothesis 6: Tax persuasion has a significant impact on tax compliance.**

**Hypothesis 9: Inflation has a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of -0.31 and significance

**Hypothesis 10: Inflation has a significant impact on tax compliance.**

Based on the data analysis results, with a path coefficient of 0.44 and significance of 8.21, the factor "tax persuasion" has a direct, positive, and significant impact on "tax compliance." These results are consistent with the findings of Nyanumba (2023).

**Hypothesis 7: Sanctions have a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of -0.39 and significance of 2.63, the factor "sanctions" has a direct, negative, and significant impact on "tax base expansion." These results are consistent with the findings of Parsa et al (2020).

**Hypothesis 8: Sanctions have a significant impact on tax compliance.**

Based on the data analysis results, with a path coefficient of -0.39 and significance of 2.15, the factor "sanctions" has a direct, negative, and significant impact on "tax compliance." These results are consistent with the findings of Parsa et al (2020).

of 2.15, the factor "inflation" has a direct, negative, and significant impact on "tax base expansion." These results are consistent with the findings of Sepehrdoost & Barouti (2017).

Based on the data analysis results, with a path coefficient of -0.30 and significance of 2.01, the factor "inflation" has a direct, negative, and significant impact on "tax compliance." These results are consistent

with the findings of Sepehrdoost & Barouti (2017).

**Hypothesis 11: State-controlled economy has a significant impact on tax base expansion.**

Based on the data analysis results, with a path coefficient of -0.36 and significance of 2.72, the factor "state-controlled economy" has a direct, negative, and significant impact on "tax base expansion." These results are consistent with the findings of Rabiei & Esmaeilnia (2013) and Bra Mandy & Rogers (2021).

**Hypothesis 12: State-controlled economy has a significant impact on tax compliance.**

Based on the data analysis results, with a path coefficient of -0.38 and significance of 2.87, the factor "state-controlled economy" has a direct, negative, and significant impact on "tax compliance." These results are consistent with the findings of Rabiei & Esmaeilnia (2013).

**Hypothesis 13: Tax base expansion has a significant impact on tax capacity.**

Based on the data analysis results, with a path coefficient of 0.50 and significance of 8.97, the factor "tax base expansion" has a direct, positive, and significant impact on "tax capacity." These results are consistent with the findings of Sepehrdoost & Barouti (2017), Tari & Pourdehghan (2012), and Nyanumba (2023).

**Hypothesis 14: Tax compliance has a significant impact on tax capacity.**

Based on the data analysis results, with a path coefficient of 0.38 and significance of 6.90, the factor "tax compliance" has a direct, positive, and significant impact on "tax capacity." These results are consistent with the findings of Tajim & Mourisi (2021).

**Hypothesis 15: Tax capacity has a significant impact on public welfare.**

Based on the data analysis results, with a path coefficient of 0.64 and significance of 13.83, the factor "tax capacity" has a direct, positive, and significant impact on "public welfare." These results are consistent with the findings of Santos & Starparvoo (2022).

**Conclusion and Discussion**

This research aimed to develop a model for tax capacity in the country using a grounded theory qualitative research approach with a marketing perspective. In the qualitative phase, ten main categories were identified based on the paradigmatic model, which was structured into six dimensions:

- **Causal Conditions:** appropriate tax policy, tax intelligence, and tax persuasion
- **Intervening Conditions:** inflation and state-controlled economy
- **Contextual Conditions:** sanctions
- **Interactive Dimension:** tax base expansion and tax compliance
- **Core Phenomenon:** tax capacity

- **Consequential Dimension:** public welfare.

In the quantitative phase, the obtained model was tested using structural equation modeling. The results indicated that appropriate tax policy significantly impacts tax base expansion and tax compliance. Tax intelligence has a significant impact on tax base expansion and tax compliance. Tax persuasion has a substantial impact on tax base expansion and tax compliance. Sanctions have a considerable effect on tax base expansion and tax compliance. Inflation has a significant effect on tax base expansion and tax compliance. State-controlled economy has a substantial impact on tax base expansion and tax compliance. Tax base expansion and tax compliance have a significant impact on tax capacity. Tax capacity has a significant impact on public welfare.

Based on the research, it is concluded that tax decision-makers should consider the variables affecting tax capacity and its development. Each of these variables, directly or indirectly, determines tax capacity and, consequently, public welfare. This research offers hope and optimism for the potential impact of informed tax policies on public welfare.

The following practical suggestions are offered to improve each of the variables affecting tax capacity and increase it. These recommendations are designed to empower tax decision-makers with the tools and knowledge to enhance tax capacity and, in turn, public welfare.

### **Appropriate Tax Policy**

The following suggestions are proposed for this variable:

- Tax exemptions should be targeted effectively in tax policies.

- Tax organization strategies should be developed in a more expert manner and in line with the objectives of the tax system and the needs of taxpayers.
- Tax laws should be drafted in a more expert manner regarding tax bases.
- A reasonable increase in the share of taxes in budget laws should be considered, commensurate with the country's tax capacity.
- Incentive regulations for managers should be formulated based on appropriate criteria, not solely on tax collection.
- Tax policymakers should pay serious attention to simplifying, resolving contradictions and complexities in tax laws, and reducing cumbersome regulations.
- Tax rates should be formulated fairly.
- Tax laws for foundations and institutions should be drafted in an expert manner.
- Banking laws should be reformed to facilitate tax collection.
- Tax incentives and penalties should be formulated in a targeted manner.
- Tax regulations should be formulated in line with tax principles.
- More attention should be paid to human resources, financial resources, and organizational budget in tax policymaking.

### **Tax Intelligence**

- The Tax Affairs Organization should focus on improving the database for taxpayer identification and tax collection.

- With tax intelligence and systematization of taxes, discretionary actions and influence of tax officers should be reduced, and administrative health in the tax system should be improved.
- With faster tax intelligence, services to taxpayers and tax payments should be facilitated, and the cost of tax payment and collection should be reduced.
- The Tax Affairs Organization should create appropriate access to financial information of economic actors and taxpayers by accelerating the intelligence of the tax system.
- More attention should be paid to upgrading the information technology infrastructure in the Tax Affairs Organization at a faster pace.
- Greater, serious, and sufficient attention should be given to tax intelligence and the use of technology, which will improve tax processes, tax collection methods, and the efficiency of the tax apparatus.
- The systems of the Tax Organization should become fully and seamlessly electronic.
- A data-driven tax system should be created, and a faster departure from traditional tax collection should be made.
- Tax intelligence should establish appropriate communication with taxpayers and the community.
- An appropriate information system about businesses should be created in the Tax Organization.
- Tax intelligence should be implemented with greater seriousness and speed to ensure

transparency in the economic activities of economic actors and taxpayers.

- With tax intelligence, estimating the expenses and income of online activities should be possible in the Tax Organization.

### **Tax Persuasion**

- Provide sufficient explanations to the public and taxpayers about how taxes are spent and continuously inform them.
- Present tax expenditures to improve taxpayers' attitudes towards the tax organization and the importance of taxes, thereby enhancing their motivation to pay taxes.
- Improve the social communication of the tax organization with its target community.
- Provide transparency regarding the reasons, functions, and expenditures of taxes for society.
- Create a need for taxpayers regarding taxes.
- Prioritize and implement culturalization regarding tax payment appropriately so that people and taxpayers are well persuaded about taxes.
- Pay more attention to reforming the education system towards tax payment.
- The Tax Affairs Organization should pay sufficient attention to reforming the way it serves the people and taxpayers.
- Give more attention to elite participation in tax validation (approval by authorities).
- Consider understanding the practical needs of taxpayers.

- Ensure that people are sufficiently involved in the benefits of the country's tax system.

### **Inflation**

- Adjust salaries and benefits to expenses in line with inflation.
- Pay attention to reforming the inflationary economy, which is one of the problems of investment, national production, and employment, and plan and take effective measures to overcome it.
- Pay more attention and take effective measures to maintain the value of the national currency, which has caused many problems for the tax system.

### **State-Controlled Economy**

- Pay sufficient attention to liberalizing the economy, especially freeing up businesses.
- Pay sufficient attention to reforming commercial laws that have caused numerous problems in the activities of the private sector.
- Pay sufficient attention to the implementation of Article 44.
- The command nature of the economy, such as forcing exporters to sell foreign currency at a low price, should be reviewed to increase production incentives.
- Pay sufficient attention to the rights of producers and exporters.
- People's ownership of the economy should be given sufficient attention.
- Pay sufficient attention to the prosperity of small businesses and the activities of the private sector.

- Considering that the large size of the government has a destructive effect on the country's tax system, attention should be paid to reducing the size of the government.

### **Sanctions**

- More attention should be paid to improving political relations to reduce sanctions, and appropriate measures should be taken to find solutions.
- Considering that international restrictions have caused a shortage of government resources, attention should be paid to ways to reduce the pressure of sanctions.
- Considering that international banking restrictions have created numerous problems, attention should be paid to removing financial and banking obstacles.

### **Tax Compliance**

- Appropriate strategies should be adopted to increase trust in the tax system among people and taxpayers.
- Efforts should be made to ensure that the tax system has appropriate acceptance among the people.
- More attention should be paid to building taxpayers' confidence in the government.
- Taxpayers' participation in the tax system should be improved.
- The tax system should pay attention to taxpayer satisfaction.

### **Tax Base Expansion**

- The tax system should pay more attention to tax unit identification (identifying and registering new taxpayers and resources).
- More attention should be paid to tax justice in the field of tax bases and their expansion.
- More attention should be paid to tax inclusiveness in the country's tax system.
- The Tax Affairs Organization should have appropriate control over the market by establishing a suitable system and effective systemic communication.
- The tax system should pay more attention to various economic sectors with high added value.
- With the adoption of more appropriate strategies, the share of the informal economy (underground economy) should be reduced.
- More attention should be paid to identifying online taxpayers.

### **Tax Capacity**

- The tax gap should be reduced through appropriate measures by the tax system.
- Appropriate programs should be adopted to reduce tax avoidance and tax evasion among taxpayers.
- Special and particular attention should be given to increasing the country's tax capacity (tax capacity building) due to the importance of the issue.
- Sufficient attention should be paid to reducing tax corruption, which has destructive effects on tax capacity and its increase.
- Comprehensive attention should be given to the various dimensions

of economic, governance, social, cultural, political, and technological factors affecting tax capacity.

### **Public Welfare**

Given that one of the most important goals of any effective government is to maximize social welfare, this goal is achieved in the field of taxation when the actions and decisions of economic policymakers and the tax system, by influencing tax capacity, consistently facilitate the development of tax capacity. This leads to satisfaction and trust building among taxpayers and economic actors, and ultimately public welfare, through the adoption of appropriate tax policies and performance.

Therefore, it is suggested that economic policymakers and the tax system, in addition to providing financial resources, pay sufficient attention to the fair distribution of income and wealth, optimal allocation of resources, economic stability and regulation, creating investment and employment, improving the livelihood and economy of taxpayers and the people, reducing the gap between social classes, and promoting economic growth and development, and consequently public welfare.

### **Scientific Contribution of the Research**

1. In identifying the factors affecting the country's tax capacity and its increase, no researcher in Iran has used the model of the country's tax capacity: a marketing approach.
2. This research presents the causal conditions, intervening conditions, contextual conditions, interactive dimension, the main and central phenomenon, and the

consequences of tax capacity. It also provides scientific, specialized, and practical suggestions regarding the research topic. This research is comprehensive in the field of tax capacity and can be useful and utilized by researchers, stakeholders, decision-makers, planners, managers, and tax and economic policymakers in the country.

3. In this research, we have diligently leveraged the experiences of professors, specialists, and highly experienced individuals within the country's tax system, particularly members of the Supreme Tax Council, who have held and continue to hold senior management positions. Through a rigorous process of interviews and subsequent coding, their insights have been carefully incorporated into the study, ensuring a comprehensive and thorough exploration of the subject.
4. This research has attempted to utilize the experiences of professors, experts, and highly experienced individuals in the country's tax system who have had and continue to have high-level management experiences, particularly members of the Supreme Tax Council of the country. Through interviews with these individuals, these experiences were able to be coded and presented in this research. Based on the model resulting from the research, it was found that macro factors, including appropriate tax policy, tax persuasion, and tax

intelligence, have a significant impact on tax capacity and its development.

5. It was also found that the specific conditions of Iran, due to the presence of sanctions, rampant inflation, and the type of economy, have disrupted the country's tax system capacity.



## References

- Ahmadi, V., Shahnazi, R., Eslamlooian, K., & Sadraei Javaheri, A. (2021). Evaluating Tax Evasion Measurement Models from Neoclassical Economics to Behavioral Economics: An Analytical Hierarchy Process Approach in the Iranian Economy. *Planning and Budgeting*, 26(1), 115-141.  
<https://www.sid.ir/fa/journal/ViewPaper.aspx?id=576358>
- Akbari, A. E. J., Fathi, Z., & Minouei, M. J. T. R. S. (2022). Identifying the Effective Components on Promoting Tax Capacity in E-Commerce and Providing Tools Based on Identified Categories. 1114-1142.
- Altaf, U., Zameer, S., & Akhtar, M. S. J. i. J. o. E. (2024). Institutional Quality and Tax Capacity: Evidence from SAARC Countries. 6(2), 371-390 .
- Bai, Q., Xu, J., Gong, Y., & Chauhan, S. S. (2022). Robust decisions for regulated sustainable manufacturing with partial demand information: Mandatory emission capacity versus emission tax. *European Journal of Operational Research*, 298(3), 874-893.  
 doi:<https://doi.org/10.1016/j.ejor.2021.06.011>
- Basha, M. H. J. A. E., & Review, F. (2022). Evaluating the Impact of Direct Taxes on Economic Growth: Empirical Evidence from Jordan. 12(8), 627-635 .
- Beramendi, P., & Rogers, M. J. T. R. o. I. O. (2021). Disparate geography and the origins of tax capacity. 16(1), 213-237 .
- Bergeron, A., Tourek, G., & Weigel, J. L. J. E. (2024). The state capacity ceiling on tax rates: Evidence from randomized tax abatements in the drc. 92(4), 1163-1193.
- Ching, A. T., & Goetz, D. J. M. S. (2024). Consumption Responses to an Unpopular Policy: Evidence from a Short-Lived Soda Tax
- Farazmand, Hasan., & Arab, Vahid. (2023). Investigating Tax Capacity and its Influencing Factors in the Provinces of Iran. First International Conference on Management, Accounting, and Economics with a Future Perspective. Bushehr.  
<https://civilica.com/doc/1832141>
- Hakimi, F. (2018). Tax Capacity Assessment in the Regions of Iran. *Accounting and Auditing Research*, 10(40), 159-180.
- Hossain, S. M. (2023). Effectiveness of Customer-centric Marketing Strategies: Finding a Way to Increase Bangladeshi National Revenue .
- Karkon, A., Nakhaei, H., & Hajiha, Z. J. P. S. o. I. (2021). The role of tax capacity on the tax effort of South Khorasan gold sellers. 3(4), 2952-2964 .
- Keller, K. O., Guyt, J. Y., & Grewal, R. J. J. o. M. R. (2024). Soda taxes and marketing conduct. 61(3), 393-410 .
- Kouam, J. C., & Asongu, S. A. J. I. J. o. I. S. (2022). Effects of Taxation on Social Innovation and Implications for Achieving Sustainable Development Goals in Developing Countries: A Literature Review .
- Mohammadpour, A. (2013). *Qualitative Research Methodology: The Anti-Method* (2nd ed.). Tehran: Sociologists.
- Nyanumba, A. J. T. R., & Study, t. F. o. T. K. s. C. (2023). Challenges Facing the Tax System, Tax Reforms and the Future of Taxation: Kenya's Case Study .

- Okunogbe, O., & Santoro, F. J. T. W. B. R. O. (2023). The Promise and Limitations of Information Technology for Tax Mobilization. 38(2), 295-324 .
- Pahlavan, M., Saraf, F., Asgari, M. R., Darabi, R. J. I. J. o. F., & Accounting, M. (2024). Estimating the Tax Capacity of E-Commerce Sector: Evidence from Iran's Data. 9(32), 143-160. Parsa, O., Mehrkam, M., & Hosni Moghadam, F. (2020). The Impact of Economic Sanctions and Political Relations on Tax Revenues and the Tax Gap: Testing the Political Economy Theory. Tax Research Quarterly, 28(48 (96 consecutive)), 83-108. SID. <https://sid.ir/paper/390292/fa>
- Rabiei, M., & Esmaeilnia Ketabi, F. (2013). Estimating Tax Capacity and Effort and its Relationship with Oil Revenues in the Iranian Economy and Selected OPEC Member Countries. Financial Economics, 7(22), 49-69.
- Rofiyanti, E., Lestari, I. M., Davronov, I. O., Natision, A., Krishantoro, K. J. I. I. J. o. T., & Accounting. (2022). Strategy of Advertising Tax Collection in the Digitalization Era on Badan Pendapatan Daerah of DKI Jakarta. 3(1), 46-56 .
- Strauss, A., & Corbin, J. (2016). Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory (5th ed.) (A. Afshar, Trans.). Tehran: Nashr-e Ney.
- Sepehrdoust, Hamid., & Barouti, Mahsa. (2017). Investigating the Inflationary Effect of the Tanzi Effect on the Performance of the Tax System in Iran. Iranian Economic Research, 22(72), 1-40. doi: 10.22054/ijer.2017.8290
- Shafiei, Ali., & Tat, Sara. (2020). Research Methods in Management (2nd ed.). Tehran: Marketing Publications.
- Santos, E. S. d., & Starepravo, F. A. J. M. (2022). ANALYSIS OF MUNICIPAL GOVERNMENTS' PER CAPITA TAX CAPACITY FOR DECENTRALIZATION OF PROGRAM SEGUNDO TEMPO. 24, 1097-1110 .
- Tagem, A. M. E., & Morrissey, O. (2021). What are the drivers of tax capacity in sub-Saharan Africa? (9292671014). Retrieved from
- Torab Ahmadi, A. (2017). Taxation and Economic Development. Tehran: Shil Publications. 1396
- Victorova, N., Rytova, E., Koroleva, L., & Pokrovskaya, N. J. I. J. T. (2020). Determinants of tax capacity for a territory (the case of the Russian Federal districts). 11(6), 1255-1264 .

**HOW TO CITE THIS ARTICLE:**

*Vazifehdoost, H, Torab Ahmadi, AA, Rahnama Roodpsht, F, (2024), Validation of the National Tax Capacity Model: A Marketing Approach, International Journal of Finance, Accounting and Economics Studies, 5(2): 61-86.*

**Journal homepage:** <https://sanad.iau.ir/journal/ijfaes>