

The role of market orientation on knowledge competence and innovation in insurance firms performance

mehdi hemat pour*,

Performance evaluation is an important Managerial task. And to achieve superior financial performance and market performance is a Favorite subject for companies. Previous Studies in creativity and innovation in marketing strategy shows that the insurance industry still has not done enough study in this case. This study, examines the effects of two important Component of market orientation (Customer orientation , Competitor orientataion) and also examines Market knowledge competence on innovation and finally shows The impact of all this components on the insurance company's performanc. In this study we considered innovation as a mediator variable .the we assessed the direct impact on performance and also innovation was considered As an interface between market-oriented and market knowledge components. Statistical society of the research includes all the manager of insurance companies in Guilan province, and with Using 41 questionnaires. The information is obtained the directors of the company. To analyze the data and hypotheses testing, v.pls software is used. Result shows customer and competitor orientation and also customer and competitor knowledge competence enhanced market based innovation in insurance firms. And indirect impact of innovation and the direct impact of innovation clearly showed. Keywords: Market knowledge competence, Market orientation , innovation, Market knowledge competence, performance.

Keywords : Keywords: Market knowledge competence, Market orientation , innovation, Market knowledge competence, performance.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)