

Investigating the Effectiveness of Innovation Capability and Brand Capability on Corporate performance (Case Study : Insurance Branches of Guilan Province)

Motahharez Yekta Arabani*, Dr. Seyyed Mohammad Nopasand Asil,

The purpose of the study is investigating the effect of innovation capability and brand capability on corporate performance. The present research is a descriptive- type research and an applied research in terms of purpose. Regarding data collection. It is considered a field study. Data collection instrument is questionnaire in this study, which includes 36 items in order to measure all research variables. For variable measurement, a five- point Likert Scale was used. The validity of the questionnaire was ensured by experts and professors' opinions and its reliability was examined and confirmed using Cronbach's alpha. The population of the present research consisted of the employees of insurance branches of Guilan province. Using Cochran formula, number of (189) employees were studied as final samples of the research. Structural equation modelling approach was also used for testing hypotheses. For data analysis, tests were used structural equation in LISREL and SPSS. The result indicated that innovation capability had a significant effect on corporate performance. And brand capability had a significant effect on corporate performance.

Keywords : Corporate performance, innovation capability, brand capability, structural equation modelling (SEM), insurance branches of Gilan province

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