

# **The Impact of Organizational Innovation and Corporate Responsibility on the Financial Performance of Insurance Companies in Guilan Province.**

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**In recent years with the increasing number of insurance companies, competition among them has increased significantly. According to promotional costs for market share growth by insurance companies many of them have been unsuccessful in this field. Facing customers with poor services is causing the loss of customers who have higher than average dissatisfaction and this has undermined the performance of insurance companies in the market. There are many factors that can have impact on the financial performance of organizations. Present research aims to investigate the impact of organizational innovation and corporate responsibility on the financial performance of insurance companies in Guilan Province. Present research is functional and in collecting data is descriptive. The research community is all insurance companies in the province of Guilan and 29 companies and tools for collecting data in this study was a questionnaire. To test the hypotheses is used confirmatory factor analysis and structural equation modeling with partial least squares approach. Hypothesis test results indicate a significant positive impact organizational innovation on social and economic dimension of corporate responsibility insurance in Guilan Province. In other hypotheses was approved the positive and significant impact of social and economic dimension of corporate responsibility on the financial performance of insurance in Guilan province.**

**Keywords : Keywords: Financial performance, organizational innovation, corporate responsibility, insurance, Guilan province**

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