
organizational factors and motivation customers on the performance of insurance companies, with the role of moderating the history and diversity of services (Case Study: Iran Insurance representations in the province of Guilan)

Sara Rajabi Vlami*, Dr. Kambiz Shahroodi,

Insurance is among the most important tools that have been invented to prepare to deal with threats. Insurance is undoubtedly the greatest achievement of developed human life and its efficient has been proven in many ways. The insurance industry as well as one of the most important provider of long-term funds. And also because of the role of risk distribution can play significant role in the development of the business environment of each country. Organizational performance is result of operational processes and achieving the goals of the organization. superior performance cannot be realized by itself but to support it, should be proportional the structure, strategy and processes including learning process. So, present research aims to investigate organizational factors and motivation customers on the performance of insurance companies, with the role of moderating the history and diversity of services. this study in category of research in aim is applied research and the category in terms of data collection is descriptive and in method of research is correlational. Statistical population, is representing Iran insurance in Guilan province, of which there are 318 insurance agency. The number of samples examined in the study had been 194 representing. sampling is random sampling. To analyze the data questionnaires distributed structural equation modeling techniques with partial least squares approach is used. And in general all data analysis was done through SPSS and PLS. result of the hypothesis of the research indicate a significant influence of

organizational factors and customers' motivation on the performance of Iran insurance agencies. Also moderating role of history and diversity of services on the connection between organizational factors and customers' motivation and performance of Iran insurance agencies was confirmed.

Keywords : Keywords: representation performance, organizational factors, customers' motivation, history and diversity of insurance services, insurance Iran

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