

Examine the role of market orientation on knowledge competence and innovation of the performance of insurance companies in Rasht

Alia Ahmadi Far*,Dr.Mehdi Homayounfar,

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 The purpose of the present study was to manager of insurance companies in Guilan province.The sample of this study consisted of the employees of Commercial Bank of Gilan, Iran. In the present study, 66 questionnaires were used to analyze the data that using descriptive statistics, each of the variables were described and were analyzed using structural equations. This study was a descriptive study and regarding the purpose, was functional and regarding data collection, was field study. The results indicated that there is a positive relationship between job satisfaction and organizational commitment, and job boards as well as individual spirituality and organizational commitment was not significant.

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

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