

Investigating the relationship between knowledge management and the performance of the insurance industry (Case Study: Iran Insurance in Guilan Province)

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The subject of the present research is the relationship of knowledge management (KM) with the performance of insurance industry (Iran insurance) in Guilan Province. In this study, knowledge management is considered as independent variable and performance of insurance industry is considered as dependent variable. The method of research is descriptive-correlational and the research is functional in terms of purpose. The research is of field study type and its statistical population comprises all representatives of Iran insurance in Guilan province which are 120 companies. The tool of data gathering is reference questionnaire. To describe research data, descriptive statistics will be used including estimation of central characteristics and dispersion, setting frequency distribution tables and drawing statistical graphs to describe and explain research variables and inferential statistics, after finalizing data contents (including normal and non-normal) will be used to evaluate research hypotheses through parametric tests and SPSS software. To evaluate dimensions of knowledge management, integration of two questionnaires (knowledge creation, knowledge transmission, knowledge application) of Conrad and Newman (1999) and (knowledge storage) Sherone Lawson questionnaire (2003) and to evaluate components of performance of insurance industry, the performance of Asadi et al (2009) has been used. According to the analysis of the results through SPSS software and based on the results obtained descriptive and inferential tests, these results are obtained that knowledge management, knowledge creation, knowledge storage, knowledge transmission, and knowledge application have significant relationship with performance of insurance industry (Iran insurance) in Guilan Province. The scientific

purpose of the research is evaluation of relationship of knowledge management with the performance of insurance industry (Iran Insurance in Guilan Province) and its functional purposes include: 1) Evaluation of relationship of knowledge creation with performance of studied industry 2) Evaluation of relationship of knowledge storage with performance of studied industry 3) Evaluation of relationship of knowledge transmission with performance of studied industry 4) Evaluation of relationship of knowledge application with performance of studied industry

Keywords : Keywords: Knowledge, Knowledge Management, Performance of Insurance Industry

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