

Prioritize the effective factors in improving the performance of employees insurance companies with Fuzzy Analytic Hierarchy Process (F. AHP) (Case Study, Iran Insurance)

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The human factor is as the most sensitive key organizational element and most of the new theories of organization and management is also referred to it as a critical factor. The success of organizations in reaching their goals has direct connection with the performance of his staff, so staff position and performance is important for the organization. Hence, in this study, to identify and prioritize the effective indices (physical space, organizational structure, corporate culture, organizational factors, administration, flexibility of staff, and quality of work) in improving the performance of employees of insurance companies in the insurance company's Guilan province. The statistical community of this research is Iran insurance company in Guilan province which by sampling of judgment available in the form of two groups: the first group of managers and senior experts of the number 15 for the localization of model and because of the expertise of the issues and limitation of experts, in the second group of seven experts were ed as sample. Methodology of this study is an analysis of the descriptive survey and the purpose of the research is applied. The study of has field nature. For this purpose, by the study of scientific literature, university professors' validity criteria are identified and then it was confirmed. Also in this study, using screening (score mean) number of 23 indicators of importance in employee performance is detected. Then, using fuzzy hierarchical analysis (F. AHP) the importance of each factor were identified and prioritized. The results show that organizational factors is as the most important criteria in employee performance Guilan province in Iran Insurance Company and factors (organizational structure, administration, corporate culture, staff flexibility, quality and physical space)

respectively in the next priorities are set. Finally, based on the results, recommendations for managers and experts the insurance industry especially Guilan Iran insurance companies is provided.

Keywords : employee performance, physical space, organizational structure, corporate culture, organizational factors, administration, flexibility of staff, the quality of work

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