

The impact of individual and managerial factors on salespeople's contribution to marketing intelligence activities in Iran Insurance Company

Hojatolah Falakian*,

Information systems play an important role in organizational life and the world of business, trade and management has changed dramatically. Marketing Information System Marketing & Sales Director to identify, interpret and react to signals enabling competitive. Marketing intelligence activities, a continuous stream of information about the various market events that may affect the competitive position provides. The main research question is: Personal and managerial factors in insurance branches Iran might motivate and behavioral efforts for marketing intelligence? Accordingly, the main hypothesis is that this plan is Personal factors and management in the insurance branch of the motivation and behavioral efforts for effective marketing intelligence. The population consisted of 166 sales representative's city of Rasht in Gilan province of Iran Insurance Company through random sampling with a sample size limited through Cochran's formula to determine the sample size was 121. The research method is descriptive survey and measurement questionnaire and Mrvnka Le Bon (2015), respectively. Validity study of the validity of using expert opinion. The alpha test is used to measure the reliability of the research. Data collected using inferential statistics using software Smart PLS structural equation model was used. Validity study of the reliability of expert opinion. Also using Cronbach's test was used to assess the reliability of the research. Data collected using inferential statistics using software Smart PLS structural equation model was used. The results show that all personal factors had a significant positive impact on the behavior of representatives of effort. But the management factors other than behavioral control systems, other management factors had a significant positive impact on sales force

motivation.

Keywords : behavioral efforts, motivation, desire to progress, organizational commitment, attitude control system, participation in decision making, feedback, discern.

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