The effect of burnout on perceived competence of human resources through internal customer satisfaction MA Insurance Mellat Bank (Case Study: Mellat Bank branches in Gilan)

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The main objective of this research is to investigate the effect of perceived human resource competencies on job burnout among employees of MA Insurance Mellat Bank Branches with the intermediary effect of job satisfaction. This research is descriptive and in terms of the purpose of the research is a type of applied research. The statistical population of this research includes our insurers Mellat Bank in Guilan province. Sampling method is available in non-experimental sampling. A total of 88 questionnaires were used for data analysis. Content validity was used to assess the validity of the research and the reliability of the research was confirmed by Cronbach's alpha coefficient. In this study, competencies of perceived human resources with four dimensions of communication skills and negotiation, complex and adaptive management, continuous learning, innovation and introspection, and leadership skills were studied. In order to analyze the data, structural equation modeling was used. The results showed that the perceived human resource competence dimensions negatively and significantly affect job burnout due to the mediator of job satisfaction. These findings are useful for banks, insurers and insurance managers.

Keywords: Job Burnout, Job Satisfaction, Leadership Skill, Complexity Management

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