

The impact of intellectual capital on competitive advantage of Gilan insurance companies of due to the moderating role of customer

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Competitive advantage is one of the factors that all organizations such services and manufacturing are looking to increase it. So, these companies are always trying to improve it, due to high competition between insurance companies. The main purpose of this study, consider the effect of intellectual capital on competitive advantage of Gilan insurance companies of, according to a moderator role of customer-oriented. The current study is applied research and I descriptive in terms of data collection. The research community is all insurance companies of Gilan province and the research sample is 32 companies. Due to the sample size in this study is very limited, so the census method is used. To collect information on the survey, questionnaire was used. Confirmatory factor analysis and structural equation modeling with partial least squares approach is used to investigate the hypothesis. Hypothesis test results of the research indicate significant and positive effect of human capital, structural capital ,communication capital and Customer Orientation on gaining competitive advantage of Guilan insurance companies.also, In the two final hypotheses, the moderating role of Customer Orientation and the effect of Communication capital on gaining competitive advantage of Guilan insurance companies was approved

Keywords : Keywords: Competitive advantage, intellectual capital, customer care, insurance, Gilan province.

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