

Explaining the Dimensions of Iran's Insurance Branches with Emphasis on the Mediating Role of Innovation Speed (Case Study: Guilan Province)

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Abstract: The purpose of this study is to explain the dimensions of the performance of Iranian insurance branches, with an emphasis on the mediating role of innovation speed. The statistical population of this research is Iran's insurance companies in Guilan province. The number is 90 of insurance agents in Gilan province. Morgan table was used to obtain a statistical sample. According to Morgan's table, the total volume of 73 representations was considered. The level of organizational analysis is also unpredictable and the sampling method of Iranian insurance companies is also unpredictable. The present study is based on the purpose of the applied and descriptive method. The data gathering method is a field and data gathering tool is a questionnaire. For analyzing the data, descriptive and inferential statistical methods are used and the data are analyzed using SPSS and amos software. The Kolmogorov-Smirnov test was used to test the normal variables. In order to study the causal relationships between variables, structural equations modeling is used. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research is also measured using Cronbach's alpha method and it is confirmed that the alpha value of all variables is higher than 0.70. The results of the research showed that the dimension of innovation, independence, risk taking, pioneering and competitive invasion has an impact on the speed of innovation. The speed of innovation affects financial and non-financial performance.

Keywords: Innovation, Independence, Risk, Prediction, Competitive Invasion, Innovation Speed, Financial and Non Financial Performance

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