

Scrutinizing the Effect of Organizational Environment and Inter-organizational Relationships on Innovation in Insurance Companies

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This research has examined the influence of the organizational environment and Inter-organizational collaboration on firm innovativeness in insurance. To understand this relationship model proposed by Alexander and his colleagues in 2015 was chosen as the conceptual model. The statistical sample included 110 managers and deputy's insurance companies in Rasht the sample was ed in non-random. A questionnaire has used and data were collected, the questionnaire was evaluated using content-validity was confirmed, their reliability was calculated using Cronbach's alpha test, and the value obtained was reliable. To analyze the data, descriptive statistics were used to summarize and classify the data collected. The confirmatory factor analysis and structural equation models based on PLS-software were used to evaluate the Structural Model. The findings show that, Inter-organizational collaboration can make a significant and positive intermediary relationship between innovation in insurance companies and setting environment variables, such as turbulence and heterogeneity market. But this collaborations in intense competition are causing negative relationship. Finally recommendations on this issue to achieve a higher level of organizational innovation in insurance companies presented.

Keywords : Organizational Innovation, Inter-organizational collaboration, Disturbance of the environment, Market heterogeneity, Intensity of competition

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