

Investigating the relationship between the quality of the knowledge management system and its benefits in terms of the mediating role of the using knowledge management system (case study: insurance companies in Rasht)

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The insurance sector as an agent has a special status for development in every country. Collected financial assets have their own goal and can be reserved for a specified period of time to fulfill their real goals. With the fact that these funds accumulate the impact of regular monetary flows. The competitive conditions of the insurance industry have forced insurance companies to attract more customers to survive in the industry.so, the main objective of this research,i Investigating the relationship between the quality of the knowledge management system and its benefits in terms of the mediating role of the using knowledge management system (case study: insurance companies in Rasht).The research method was correlation and statistical society of all insurance companies in Rasht city. Sampling method in this research was census and the sample size was 32 branches. After collecting data by standard questionnaires, structural equation modeling techniques with partial least squares approach were used to evaluate the relationships between variables. In general, all data analysis was performed using SPSS and PLS software. The results of research hypotheses indicate a positive relationship between system quality, quality of knowledge and service quality on the use of knowledge management, system quality, knowledge quality, service quality and application of knowledge management on user satisfaction. The positive relationship between the use of knowledge management and user satisfaction on net benefits was also confirmed. The results of

the research hypothesis test in general showed that all the research hypotheses were confirmed and the significant effect of independent variables on intermediary and mediating role on dependent variable.

Keywords : Key words: knowledge management, quality of knowledge management, the dimension of the use of knowledge management, the value of knowledge management, insurance companies.

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