

A goal programming model to develop comprehensive quality management strategy (Insurance Industry)

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This research effort shows how the interaction between strategic quality management "strategy and the resources allocated" is established. And the perspective of a strategic vision with strategic quality management, quality management or what is known as the interaction. seeks to provide a comprehensive quality management strategy goal programming model with greater effectiveness in the implementation of the insurance companies. Data collection, descriptive analytic study of cases (two cases) on insurance company Iran and insurance Asia Guilan province aims to provide a model. Therefore, this case study in two phases, Quantitative phase (Analytic network process and goal programming) as well as the qualitative (semi-structured) has been implemented. And library and field methods to collect data and information were used. That quantitative step this data was collected by questionnaire AHP, and reliability of the incompatibility rate was measured. And output analytical network process involved goal programming model to reduce the difference in the allocation of resources. And to determine the weight of the ANP Super Decisions software and Lingo software for solving goal programming model was used. Finally, to explain some of the findings of qualitative, semi-structured interviews were conducted, the content analysis software to MAXQDA was analyzed. Respondents in the quantitative phase of the study consisted of 30 patients (60%) managers and assistants and experts were surveyed companies. And in the quality of the respondents for each of the 30 insurance companies through non-random sampling was targeted to reach saturation. Once completed and collected paired comparisons, The results showed that the overall quality in insurance company Iran mainly by organizational resources and human resources (software elements TQM) in relation to technical resources (hardware elements TQM) to be shared. In contrast, the quality in insurance company

Asia, at a level of human resources, organizational resources and technical resources to be shared. Because of strategic position is different for each company. This means that the insurance companies have a different pattern of results in insurance company Asia compared with the insurance company Iran to show. So, we can say that resource for any company that has a strategic aim for quality provides is different.

Keywords : Keywords: Total quality management, Strategic quality management, Analytic network process, Goal programming, Resource allocation

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