

Identification and Ranking of Factors Affecting the Performance Evaluation of Iran Insurance Branches in Guilan Province by Using the Balanced Scorecard and Fuzzy MADM Techniques

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The purpose of this study is to identify and rank the effective factors on the performance evaluation of Iran's insurance branches in Guilan province by using a balanced scorecard and Fuzzy MADM techniques. The statistical population of the study is the best, first and second degree insurance companies in Guilan province, whose number is 7 branches. Among the statistical population, the number of two branches due to lack of proper responses to many questionnaires was considered. Finally, five branches were ed as the statistical sample. The present research is considered as an applied research in terms of purpose. In terms of type, it is a component of descriptive-analytic research. The performance evaluation of FMADM insurance companies is used to implement this technique the LINGO software. For reliability of these questionnaires, an index called the compatibility index is used. The positive correlation coefficient obtained in the Mikhailov method indicates the reliability of the questionnaires, and the negative value indicates a high incompatibility in the comparisons. The results showed that Rasht was the fourth best in Lahijan and Anzali, while Rudders ranked fourth in fourth place. Also, the financial perspective Rasht Branch was the highest, Lahijan Branch ranked second, Anzali Branch ranked third, Roodsar Branch ranked fourth and Talesh Branch ranked fifth; the customer's perspective, Rasht Branch was the highest ranking, Anzali Branch In second place, Lahijan Branch ranked third, Talesh Branch ranked fourth, and Roodsar Branch ranked fifth; the internal process, Rasht Branch ranked highest, Lahijan Branch ranked second, Roodsar Branch ranked third, Anzali Branch Fourth

rank and Talesh branch are in fifth place. the perspective of growth and learning, Rasht Branch has the highest rank, Anzali Branch in second place, Lahijan Branch in third place Roodsar Branch is in fourth place and Talesh Branch in fifth place.

Keywords : Performance Evaluation, Balanced Scorecard, MADM, Insurance Branches.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
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