

The impact of entrepreneurial orientation on business growth in Asia Insurance agencies Gilan province.

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This study aims to determine the effect of entrepreneurial orientation on business progress of Asia insurance companies in Gilan Province. The research method is descriptive- survey and the study is practical for the purpose. The statistical community includes 187 Asia insurance companies in Gilan Province. we gather are data by using simple random sampling in 187 people. Entrepreneurial orientation questionnaire by Rijonen et al (2015) was used. SPSS software, Kolmogorov-Smirnov test and regression test were used to analyze the data. The results indicated that entrepreneurial orientation dimensions were effective on business progress of Asia insurance companies in Gilan Province, significantly.

Keywords : Keywords: entrepreneurial orientation, business progress, Asia insurance companies

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