

A Model for Investigating the Effect of Knowledge Management on Implementation of the Vehicle Insurers' Preservation Strategy, Case Study of Asia Insurance Companies in Guilan Province

seiede mariam kiaee*,

The present study seeks to present a model for assessing the effect of knowledge management on the implementation of the strategy of protecting automobile insurers, a case study of the insurance companies of ASIA in Guilan province. The method of this research is applied and descriptive. The method of data collection is both library and field. The distribution of the questionnaire among the insurance brokers of Asia in Guilan province was used as the main tool. According to the results, the effect of knowledge recognition component on the insurance policy of insurance companies in Asia Guilan province is 607%, which confirms that 60% of the changes in the strategy of preservation in this company are influenced by the component of knowledge recognition. . The effect of knowledge acquisition component on insurers' insurance strategy in Asian insurance companies in Guilan province is 407%. This confirms that 40% of changes in the strategy of preservation in this company are influenced by the acquisition component of knowledge. The extent of the effect of the component of knowledge development on the strategy of protecting insurers in Asian insurance agencies in Guilan province is 0.625. This confirms that 62% of the changes in the strategy of preservation in this company are influenced by the component of knowledge development. Also, the effect of the knowledge sharing component on insurance insurers' strategy in Asian insurance companies in Guilan province is 0.618. This confirms that 61 percent of the changes in the maintenance strategy in this company are influenced by the knowledge sharing component. The effect of knowledge preservation component on the strategy of protecting insurers in Asian

insurance companies in Guilan province is 644/0, and this confirms that 64% of changes in the strategy of preservation in this company are influenced by the component of knowledge preservation. The extent of the effect of the knowledge use component on the insurance policy of insurance companies in Asia's Guilan province is 672/0, and this confirms that 67% of the changes in the strategy of preservation in this company are influenced by the component of the application of knowledge. Lastly, it should be noted The relationship between knowledge management and the strategy of protecting car insurers in insurance agents of Guilan province is 71%, and the knowledge management variable can predict 71% of the variable in the strategy of protecting car insurers.

Keywords : Knowledge Management, Strategy, Car Insurers, Asian Insurance.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)