

Investigating the role of quality of social life of employees due to the quality of work life in the operational efficiency of employees. (Case Study: Active Insurance Branches of Iran in Guilan Province)

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Abstract The purpose of this study was to investigate the role of quality of social life of employees due to the quality of work life on the operational efficiency of employees of active insurance branches of Iran in Guilan province, so that due to the quality of social life and quality of work life and employee efficiency were studied. The current research is applied in the field of applied information and in terms of collecting information in the field of information, the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The statistical population in this research includes all personnel of Iranian branches and insurance departments in Gilan. Due to the specialized questions of the questionnaire, only experts with higher education level are studied. Therefore, the size of society is equal to 272 people. Therefore, society The target population is limited by the type of society. The province of Gilan has 9 branches and 321 representations, according to which the type of statistical society is limited. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. The SPSS software version 24 was used to calculate the Cronbach's alpha coefficient. Findings of the research indicate that there is a significant relationship between quality of life and quality of work life and employee efficiency. Key words: Business management, quality of social and work life, marketing, product efficiency.

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