

# **Investigating the Impact of Organizational Learning Perspectives, Behavioral Innovation and Intellectualism on Competitive Advantage among Guilan Insurance Employees**

fereshteh motaghedi\*,

**Abstract** The purpose of this study was to evaluate the effect of organizational learning of competitive advantage via innovation behavior and mental capital in insurances of guilan. It was considered in this research that if the foregoing changables in insurance companies of guilan have effected the competitive advantage. The design of the research is descriptive and according to a survey method. Sampling was done in an unpredictable manner. The statistical population of the study is 24 active insurance companies in Guilan province. The sample is estimated at 20 insurers. The survey instrument was a reference questionnaire and the validity of the questionnaire was verified by management professors. Reliability coefficients in this study were used to test the hypotheses using Cronbach's alpha coefficient. Data analysis was done at descriptive and inferential levels using SPSS 22 and smart pls 2 software. The results of testing the hypotheses of research and analysis showed that organizational learning has an impact on the innovative behavior of Guilan insurance employees. Organizational responses through innovative behavior and intellectual capital have an impact on competitive advantage in Guilan province insurance. **Keywords:** Insurance, Organizational Learning, Innovative Behavior, Intellectual Capital, Competitive Advantage

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