
Agility role at the customer in improving the performance of guilan banks and insurance

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In an overwhelming era, organizations face an environment that is characterized by increased complexity. The value that leads to dynamism is achieved by continuously improving the performance of the organization, and improving organizational performance is one of the key steps in the country's economic development, which has been more focused on due to the recent recession. Therefore, organizations should consider strategic initiatives such as agility, in order to compete and respond to the dynamic demands of customers. The purpose of this study was to investigate the impact of agility to customer on Organizational Performance in banks and insurance companies in Guilan province. In this research, emotional ability and responsiveness are the dimensions of organizational agility, and organizational agility means agility toward the customer. The research method is descriptive and its purpose is applications. Data is collected using field method and the tool is a questionnaire. the survey population was Guardianship of Guilan Province banks and insurance companies with 48 units. The questionnaire was distributed to all 48 organizations. The questionnaires were distributed using inaccurate sampling method in each care unit. So, a total of 263 questionnaires were gathered and the data were analyzed. The method of analyzing data is regression research. The results showed that emotional empowerment affects the organization's performance; responsiveness influences the performance of the organization; and emotional ability affects the performance of the organization through its ability to respond. Therefore, all three research hypotheses were confirmed. Keywords: organizational agility, respond capabilities, sense capabilities, financial performance, food manufacturer SMEs in Guilan Province

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