The Relationship between Marketing Knowledge Management and Organizational Performance (Insurance Companies as A Case Study in Sanandaj)

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Abstract

The aim of this paper is to study the relationship between marketing knowledge management and organizational behaviors of insurance companies. Our case study was done in Sanandaj. In order to collect data, we had distributed the questionnaires (that included 42 questions) among the personnel of insurance companies. In order to test the hypothesis, we have used Klovogrov Smearov, and to test the normality of data distribution we’ve used T-test, and to evaluate the situation of variables, we’ve used variance. We have used T-test of independent samples to compare the variables according to demographic information and structural equations model, and to evaluate the effects of the study we’ve used SPSS version 18 and Lisrel version 8.5. The results showed that there is a significant and positive relationship between marketing knowledge management with organizational behaviors. The effects of marketing knowledge management was more than its effects on assets effects (0.87), and it was more effective on customers behavior and then on market behavior, and then on assets of marketing knowledge management, then ion market and finally on finance.

Keywords: knowledge management, knowledge management marketing, organizational performance

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