

## عنوان مقاله:

Relationship between Intellectual Capital and Organizational Profitability in Insurance Alborz of Tehran province

## محل انتشار:

کنفرانس بین المللی دست آوردهای نوین پژوهشی مدیریت حسابداری اقتصاد (سال: ۱۳۹۴)

تعداد صفحات اصل مقاله: ۱۱

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## خلاصه مقاله:

The purpose of this research is, investigation relationship between profitability of insurance agency and intellectual capital of Alborz in ۲۰۱۴. Therefore, this research is applicable and based on method is correlative and descriptive. We used simple random method in order to predict statistical sample. Furthermore, method of collecting data is questionnaire. Reliability of tests is ۰.۸۹ and it shows good reliability of test. We used some indexes like frequency, mean, standard deviation in descriptive level and t-student and analyzing variance in order to test inferential statistics. We used SPSS software in order to collect and analyze data. Results of research indicated that significant and positive relationship between intellectual capital and profitability as well as intellectual capital and organizational profitability also customer capital and organizational customer profitability with confidence of ۹۹ percent

## کلمات کلیدی:

organizational profitability, Alborz Insurance, Intellectual capital

## لینک ثابت مقاله در پایگاه سیویلیکا:

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