THE EFFECT OF INTELLECTUAL CAPITAL ON MARKET ORIENTATION ACCORDING TO THE ROLE OF KNOWLEDGE SHARING MEDIATOR VARIABLE (SUPERVISION OF INSURANCE COMPANIES IN LORESTAN PROVINCE)

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Abstract: Today’s organizations to achieve and maintain competitive advantage have not choice, but to use the knowledge and intellectual capital, as a facilitator of market orientation strategies. Thus, in today’s knowledge-based world, organizational capabilities was based on the knowledge and market orientation and managers need to understand what capabilities it is necessary to maintain a competitive advantage. The purpose of this study was to investigate the effect of intellectual capital on market orientation according to the role of mediator variable knowledge sharing. In this study, in terms of target is applied and in terms of method is described. The population of this study is employees of insurance companies in Lorestan province and because of the limitation of the society, the whole members of the community were selected to the census sampling method that the numbers of them are 121 people. For data collection been used a Bontis intellectual capital questionnaire (1998), Narver and Slater market orientation questionnaire (1990) and for knowledge sharing from Buck et al questionnaire. (2005). In this study to examine hypotheses and conceptual models, were used partial least squares method and the Smart PLS software. Results was to show confirm all the hypotheses of research, ranging from the intellectual capital positive and significant impact on market orientation, intellectual capital on knowledge sharing, and knowledge sharing on market orientation.

Keywords: intellectual capital, market orientation, knowledge sharing, supervision of insurance companies

INTRODUCTION

Today, due to the competition boost between organizations, and the increasing importance of the success of the organizations in this field, the organizations have led to the use of one of the most important resources, means knowledge