

### عنوان مقاله:

Effect of Insurance Agents' Entrepreneurial Characteristics on Development of Life Insurances: Case Study of Iran  
Insurance Company Agents in Khorasan Razavi

### محل انتشار:

نشریه بین المللی مدیریت ، حسابداری و اقتصاد، دوره 2، شماره 3 (سال: 1393)

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### خلاصه مقاله:

This research studies the effect of entrepreneurial characteristics on life insurance development. This is an applied, descriptive survey. Field data were gathered through a questionnaire for which its validity and reliability were verified. The participants included 860 individuals according to Cochran's formula. Research hypotheses were analyzed through using Structural Equation Modeling and AMOS software. Results showed that entrepreneurial characteristics influence life insurance development of Iran insurance company's agents in Neyshabur, Iran.

### کلمات کلیدی:

Entrepreneurship, entrepreneurial characteristics, life insurance development, technology, organizational structure, human resource

### لینک ثابت مقاله در پایگاه سیویلیکا:

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