Home > Journal > Business & Economics > IB

Indexing   View Papers   Aims & Scope   Editorial Board   Guideline   Article Processing Charges

IB> Vol.2 No.2, June 2010

OPEN ACCESS

Analysis and Evaluation for Core Competence of Insurance Company Based on SEM

PDF (Size:114KB) PP. 178-182   DOI: 10.4236/ib.2010.22021

Author(s)

Hengqing Tong, Yang Ye, Yichao Pan, Shudan Lu, Jie Zhang

ABSTRACT

Evaluation the core competence reasonably plays an important role in the insurance company, it is related to whether the insurance can maintain a stable long-term competitive advantage or not, and whether obtain a stable long-term excess profits or not. In this paper, we select 6 first-degree indexes (including the core competence) and 28 second-degree indexes to evaluate the core competence of insurance company by Structural Equation Model (SEM), and analysis the relationships among the first-degree indexes. Besides, we use a new algorithm proposed by us to improve the calculation of SEM.

KEYWORDS

Core Competence, Insurance, SEM, Algorithm

Cite this paper

H. Tong, Y. Ye, Y. Pan, S. Lu and J. Zhang, "Analysis and Evaluation for Core Competence of Insurance Company Based on SEM," *iBusiness*, Vol. 2 No. 2, 2010, pp. 178-182. doi: 10.4236/ib.2010.22021.

References

[1]   Z. Q. Wang, " Study on Insurance Company Core Competence," Southwestern University of Finance and Economics, Chengdu, 2007.

[2]   C. K. Prahalad and H. Gary, " The Core Competence of the Corporation," Harvard Business Review, Vol. 68, No. 3, 1990, pp. 79-91.

[3]   J. P. Jan, " The Model Analysis of the Core Competence of Insurance Company," Zhejiang Statistical, Vol. 2, 2004, pp. 20-22.

[4]   J. Sun, " Study the Evaluation System of the Core Competence of Property Insurance Company," Journal of insurance professional college, Vol. 23, No.1, 2009, pp. 37-42.

[5]   M. J. Yu, " Evaluation Index System of the Core Competence of Insurance Company," Tongling College Journal, Vol. 3, 2004, pp. 14-16.

[6]   S. Y. Lee and X. Y. Song, " Model Comparison of Nonlinear Structural Equation Models with Fixed Covariates," Psychometrika, Vol. 68, No. 1, 2003, pp. 27-47.

[7]   S. Y. Lee and N. S. Tang, " Bayesian Analysis of Structural Equation Models with Mixed Exponential Family and Ordered Categorical Data," British Journal of Mathematical and Statistical Psychology, Vol. 59, 2006, pp. 151-172.

[8]   C. Fornell, D. M. Johnson and W. E. Anderson, " The American Customer Satisfaction Index: Nature, Purpose, and Findings," Journal of Marketing, Vol. 60, No. 4, 1996, pp. 7-18.

[9]   A. R. Xu, " Establish Evaluation Index System of the Core Competence of Insurance Company," Statistics and Decision, Vol. 2, 2004, pp.12-13.

[10]   Z. Q. Yang, " The Applications of Generalized the Least Squares Model," Chinese Science Bulletin,