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Abstract
For life insurance, the staff is the operational center of the life insurance sector and the human resource is a very important part of its structure. Every company's project, marketing strategy and activity are carried out through the collaboration of all employees at all levels. In the past, many scholars presented a number of methods for improving the collaborative performance of group's members in relevant literatures, but most methods just intended to improve the collaborative performance of group's members through the educational training, the improvement of salary structure or the cultivation of organizational culture. However, this research discussed the relationship learning between agents' organizational communication and trust on managers and the concept of collaborative performance in hopes of proving the effects upon the agents of PCA Life Assurance Company.
In the view of PCA Life Assurance Company's agents, this study develops the conceptual structure of cooperative performance. This empirical study test and verify the relationship among organizational communication、trust、relationship learning and cooperative performance. By using of the quantitative methods, including Descriptive Statistics、Confirmatory Factor Analysis (CFA)、t-test、ANOVA、Multiple Regression Analysis and LISREL analysis to test the hypothesis of the research.
The research results are summarized as following：the Organizational communication and trust have positive effect; both of them have direct positive effective toward the relationship learning, and the trust have direct positive effective toward the collaborative performance. The relationship learning possesses positive mediating effect within the organizational communication、trust and cooperative performance.
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