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Talent Management Strategy and Create Sustainable Competitive Advantage in Insurance Industry

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Abstract

The aim of this research is to explain the scientific foundation and offer practical strategy for creating sustainable competitive advantage in insurance industry based on talent management. The research is applied from goal perspective and descriptive from data collection type and it is casual according to relationship among variables. The data were collected by talent management questionnaire and sustainable competitive advantage questionnaire. The research statistical population consisted of managers and experts of the 11 superior insurance firms in east Azerbaijan province. The statistical volume was determined 305 individuals by using Cochran formula in confidence level of %95 that they were selected by simple random and cluster sampling method. The results of structural equations modeling showed that talent management by recognition coefficient of 0/85 is the strong predictor of sustainable competitive advantage. According to the role of talent management in creation of the sustainable competitive advantage, this research can solve the problems of the chief managers in talent management aligned with creation of sustainable competitive advantage in this industry.

Keywords: Talent Management, Sustainable Competitive Advantage, Resource Based View, Insurance Industry.

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