

The Evaluation of the Performance of 360 Degree Feed-back System in
Insurance Industry-A Case Study of Ca-thay Life Insurance Company

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Abstract

The main purpose of this study is based on four directions: (1) To understand the level of importance of 360-degree feedback performance evaluation in adopting case company. (2) To identify the level implementation of 360-degree feedback performance evaluation in adopting case company (3) The relationship between importance and implementation of 360 degree feedback in adopting case insurance company. (4) The result and suggestion of this study toward the possibility of 360-degree feedback performance appraisal within case company can be the useful reference for Insurance Industry and Academic research. The questionnaire was designed as 44 question based on Literature Analysis and in-dept Interview by complying at CIPP evaluation model including the Context Evaluation, the Input Evaluation, the Process Evaluation, the Process Evaluation and Product Evaluation. The participants was focus on the specific branch of Insurance Company in middle area of Taiwan and the data was collected by 150 valid questionnaires through convenience sampling of 206 questionnaires, and the retrieve rate is 72.5%. Then the content of interview are analyzed in detail in order to compete all the required information. The major findings of this study can be concluded into four main points:

Keyword : Insurance Industry, Performance Evaluation, 360-degree feedback, CIPP evaluation model