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Implementation of Learning Organization Concept to Establish Corporate Competitiveness in a Life Insurance Company

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ABSTRACT
Learning organization concept implemented in life insurance companies as a strategy in surviving a tight competition among life insurance companies exist. This study is an attempt to reveal extent learning organization concept applied in the competitiveness advantage. The population of life insurance companies in Indonesia in 2017 from big to small scales, with a total of 8,899,000 population and 360 head respondents. Hypothesis testing use using ANOVA TEST. The result of this study use, market model, building brand name, team learning, critical thinking have positive contribution toward competitiveness advantage whereas personal network has less contribution toward competitiveness advantage.

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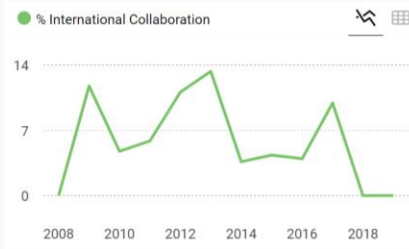
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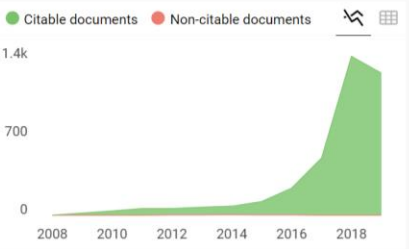
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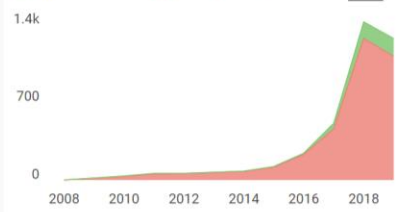
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