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基于熵权-AHP组合的城市保险业社会责任评价研究

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City insurance social responsibility based on an entropy and AHP combination model

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摘要 当前,企业社会责任日益成为社会热点、焦点。随着我国保险业经过三十多年的高速发展,保险业社会责任履职情况如何这一问题值得高度关注。本研究在深入分析保险业社会责任内涵的基础上,构建了保险业社会责任评价指标体系,并借助熵权和层次分析法(AHP)建立了组合评价模型,填补了保险业社会责任理论研究的空白。采用全国15个副省级城市2006年-2010年的相关数据进行实证,结果表明15个副省级城市在“十一五”期间社会责任履职能力呈现整体上升趋势。

关键词: 社会责任 保险业 副省级城市 熵权 AHP “十一五”期间

Abstract: At present, industry or corporate Social Responsibility(SR) is increasingly becoming the focus of attention. With China's insurance industry after three decades of rapid development, how insurance industry performs its SR is worth paying attention to. Based on in-depth analysis on the connotation of SR for the local insurance industry, a SR assessment index system is built, and the entropy and Analytic Hierarchy Process (AHP) are used to establish a combination evaluation model to fill the blank of insurance industry SR theory. And the empirical data of 15 sub-provincial cities from the years of 2006 to 2010 are used. The results show that in the period of "Eleventh Five-Year Plan", 15 sub-provincial cities SR overall present the upward trend in the performance.

Keywords: SR insurance sub-provincial city entropy AHP the period of "Eleventh Five-Year Plan"

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