

## **PLS-Based Multi-Group Analysis of Knowledge Management Applications in the Life Insurance Industry**

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**Abstract:** Organizations adopt knowledge management (KM) to enhance competitive advantage, yet its role in the knowledge-intensive life insurance industry is underexplored. This study examines antecedents of KM adoption, employees' perceptions, KM practices, and their impact on organizational performance in Taiwan. A model was proposed from literature and qualitative findings, refined via a pilot survey, and tested in the main survey. Finally, the main survey was conducted in the life insurance industry in Taiwan. The main survey data were analyzed utilizing Partial Least Squares (PLS) and PLS-based Multi-Group Analysis (MGA) techniques.

**Keywords:** Knowledge Management, Partial Least Squares (PLS), Multi-group Analysis

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