

# The Evaluation of the Performance of 360 Degree Feedback System in Insurance Industry—A Case Study of a Life Insurance Company

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## Abstract

The objective of this study is to comprehend questions out of the 360-degree feedback introduced to the performance appraisal of case and seek a strategy to solve them. The methods adopted include in-depth interview, questionnaires, and the focus group. First of all, we reviewed literatures regarding to the evaluation system to realize basic concepts and theories and then looked for some inspirations for the evaluation system in this case study from reviewed literatures. Based on the CIPP model evaluation developed by Stufflebeam, the questionnaire of “evaluation model with the 360-degree feedback introduced” prepared in this study was supplied to subjects employed by the life insurance company. The purposes include to unearth any barrier during execution of a project and to supply recommendations from derived conclusions as references to modify the process of executing the 360-degree feedback for performance appraisal.

Keyword : Life insurance industry, performance appraisal, 360-degree feedback, CIPP model evaluation.