

The methodological approaches for competition assessment of the life and health insurance market

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Introduction. The international practice and experience shows that there are many different methodological approaches for competition assessment of the life and health insurance market. Besides, it involves a lot of misunderstanding and difficulties for interpreting the results of calculations.

Materials and Methods. Our research methodology approaches are represented of a systematic and critical literature review of competitiveness assessment of the life and health insurance market. We have analyzed about 100 research papers and studies from PubMed, Google Scholar, ResearchGate, ScienceDirect, etc.

Results. According to our research results it was defined that the main instruments for life and health insurance market competitiveness assessment are as follows:

1) Herfindahl-Hirschman index (Alhassan & Biekpe, 2016; Gulumser et al., 2001; Kasman & Turgutlu, 2007; Marović et al., 2013; Stijn, 2009; Jaloudi & Bakir, 2019; Dimic et al., 2018; Skuflic et al., 2011; Novozhilova, 2012; Sukpaiboonwat et al., 2014; Sharku & Shehu, 2016; Lotti, 2017; Kramaric & Kitic, 2012; Maksimović & Kostic, 2012; Scanlon et al., 2007; Shirinyan, 2014);

2) insurance density (Shirinyan, 2014; Rakshit, 2017; Kaur, 2015);

3) insurance penetration (Shirinyan, 2014; Rakshit, 2017; Das & Shome, 2016; Chizoba et al., 2018);

4) concentration ratios (Kasman & Turgutlu, 2007; Marović et al., 2013; Jaloudi & Bakir, 2019; Dimic et al., 2018; Skuflic et al., 2011; Novozhilova, 2012; Sukpaiboonwat et al., 2014; Sharku & Shehu, 2016; Lotti, 2017; Kramaric & Kitic, 2012; Maksimović & Kostic, 2012; Shirinayn, 2014);

5) entropy concentration index (Dimic et al., 2018; Skuflic et al, 2011; Kramaric & Kitic, 2012; Maksimović & Kostic, 2012; Shirinyan, 2014);

6) Lorenz curve (Dimic et al., 2018; Skuflic et al, 2011; Maksimović & Kostic, 2012);

7) Gini coefficient (Dimic et al., 2018; Skuflic et al, 2011; Maksimović & Kostic, 2012; Shirinyan, 2014);

8) Tideman-Hall concentration index (HTI) (Skuflic et al., 2011; Shirinayn, 2014);

9) Rosenbluth index (RI),

10) Comprehensive Concentration Index (CCI),

11) Hanna and Key Index (HKI),

12) Haus index (H) (Skuflic et al., 2011);

13) Panzar-Rosse approach and H-statistic (Alhassan & Biekpe, 2016; Gulumser et al., 2001; Kasman & Turgutlu, 2007; Stijn, 2009; Todorov, 2016);

14) Performance-Conduct-Structure indicator (Bikker, 2012; Bikker & Popescu, 2014); price cost margin indicator (Boone, 2008);

15) Fuzzy Analytic Hierarchy Process (FAHP) and Technique for Order Performance by Similarity to Ideal Solution (TOPSIS) (Mandić et al., 2017).

Conclusions. Based on the literature review it was determined that there isn't one unique approach for life and health insurance market competitiveness assessment, but also each of these methods have both advantages and disadvantages.