

عنوان مقاله:

Designing the Insurance Coverage Model for FinTech Startups: A Novel Approach to the Necessity of Digital Transformation Track of in Insurance

محل انتشار:

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خلاصه مقاله:

As FinTech startups grow and develop, the nature of risks that need to be managed also changes. The insurance industry as one area of technology application plays a crucial role in supporting and enhancing the security of these companies. The purpose of this research is to identify the influencing factors and discover a paradigm model for insurance coverage of FinTech startups as an innovative product. The research method is qualitatively based on the Grounded Theory Method. The qualitative part includes semi-structured interviews with fourteen experts. The research conclusions show that the causal conditions provide requirements for the core category. Insurance strategies have an impact when context conditions are present. On the other hand, the COVID-۱۹ crisis is known as the intervening condition. Ultimately, the use of strategies also yields consequences

کلمات کلیدی:

Insurance, FinTech Startups, InsurTech, Digital Transformation, COVID-۱۹ Crisis

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