

عنوان مقاله:

An engineering algorithm to increase market share in insurance industry

محل انتشار:

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خلاصه مقاله:

An insurance service supply chain consists of all parties involved directly and indirectly in fulfilling a policyholder's request. In property-liability insurance contract the major alternatives in selecting an insurer include: availability of coverage, cost of coverage, financial stability of insurer, quality and quantity of service offered. The success of its supply chain mainly is due to the recognition of the importance degree of these alternatives. Finding a differential advantage in the market place to support the supply chain is a major management challenge requiring both creative and analytical skills. This paper has provided an analytical model to deal with the importance degree calculation of the four main factors which are considered by a property-liability insurance policy buyer in selecting insurer by Analytic Network Process (ANP) from the view of policy holders. As these factors are all interrelated we utilized ANP model to prioritize them and help decision makers how to allocate their resources in order to support the supply chain so as to increase their market share. In this research property and liability insurance buyers' views were analyzed by an analytical algorithm to improve the competitive managerial skills which is the core aim of this research. Results from the limit super matrix revealed that the quantity and quality of services offered weighted as the most important factor amongst the others

کلمات کلیدی:

ANP; insurer's selection; managerial skills; decision making

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