

PORTFOLIO DECISIONS ON THE INSURANCE MARKET

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Abstract:

A combination of titles can define the term portfolio. To decide means to take a favorable position for a certain point of view regarding a subject or a problem and to chose the best at that particular juncture from many possible ways, to achieve a certain mean or to resolve a problem. The insurance domain has a very important status in the globalization context and social transformation. Lately, few Romanian insurance companies have been overtaken by international companies. The appeal of national companies is determinate by the real assets and financial assets owned by those companies and, of course, the market potential.

Keywords: *portofolio decisions, insurance market, portofolio, real assets, financial assets*

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