

INSURANCE BRANDS - IN TERMS OF FINANCIAL AND MARKETING APPROACH

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Abstract:

This paper presents issues linked to the key elements of finance and management, used at the level of 31 insurance companies registered in Romania at the end of 2016. We analyse the importance of the effects of financial and marketing factors on insurance companies. Our results highlight the valence of communication of corporate social responsibility in terms of financial performance on Romanian insurance market. This study has multiple implications on understanding the role of transparency in the insurance companies. The insurer should use more the websites and the social media platforms, for example Facebook, Instagram and Twitter, for a better communication with the potential insured.

Keywords: brand, corporate social responsibility, insurance, profit, transparency

JEL codes: G22, M14