

BUSINESS ETHICS IN THE ROMANIAN INSURANCE MARKET

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Abstract:

Starting from the idea that ethical codes guide employee behaviour, we have implemented qualitative methods to assess the importance of business ethics. This paper aims to achieve a ranking of the ethical codes of Romanian insurers based on document analysis. Our results show that few Romanian insurance companies have published their code of ethics on the official site. Moreover, Gothaer seems to have the most complete code of ethics.

Keywords: *insurance, code, ethics, employees.*

JEL codes: *G22*