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FACTORS ENSURING THE FINANCIAL STABILITY OF INSURANCE COMPANIES IN A GLOBAL ENVIRONMENT

ФАКТОРИ ЗАБЕЗПЕЧЕННЯ ФІНАНСОВОЇ СТІЙКОСТІ СТРАХОВИХ КОМПАНІЙ В ГЛОБАЛЬНОМУ СЕРЕДОВИЩІ

Pre-war market transformations in the economy of Ukraine fundamentally changed the role and place of insurance in the system of modern financial relations. The effectiveness of the influence of insurance companies as a financial stabilizer on the socio-economic development of the economy largely depends on the perfection of methods of managing financial activities and their compliance with the modern needs of ensuring the financial stability of insurers in a global environment.

Given that financial globalization can have not only positive, but also significant negative consequences for transitive economies (disparity in the level of financial and economic development of individual countries, separation of financial flows from the real needs of the economy, weakening of ties between investors and borrowers, danger of global financial crises and undermining the sovereignty of countries with a low level of development due to debt and other financial dependence, etc.), the role of constant monitoring of these processes at the national level is objectively strengthened with the aim of timely prevention of negative consequences, maximum effective use of all development prospects and expansion of opportunities for the positive impact of globalization on national economy.

In this context, it is quite logical to study the influence of globalization on the mechanism of formation of the insurance market of Ukraine. Today's realities show that national insurance markets do not exist in their pure form. All of them, due to the expansion of foreign capital, through the system of reinsurance of risks on foreign insurance markets, the creation of joint insurance companies, merged into a single insurance space and underwent significant changes. At the same time, the problems associated with ensuring the financial stability and competitiveness of domestic insurance companies in the new economic environment became more acute. Solving such problems in Ukraine requires in-depth studies of the positive and negative factors that foreign insurance companies bring to the Ukrainian insurance market, and the development of strategic aspects of ensuring the financial stability of domestic insurance companies in the conditions of financial globalization [1, p. 138].

During the period of economic transformation, the insurance market was formed in Ukraine, but its development requires improvement of directions and methods of economic activity, methodology for evaluating the results of economic activity of insurance companies, among which the most important place is occupied by financial stability and reliability.

Among the Ukrainian specialists who considered the state of financial stability and methods of its determination, we can highlight the works of O. Selyverstov, R. Sushko, O. Retynskiy, etc. Among the foreign scientists who study the problem of determining the financial stability of insurers, we can name D. Hampton, R. Glazer, I. Gabidulin, S. Rusin and others.

Global economic integration is the most important factor that contributes to the entry of countries into the world economic community and largely determines the further development of the country's domestic market. It fully concerns the directions and conditions of the harmonized development of the domestic insurance market.

One of the main indicators of the development of the insurance market of any country is the collected insurance premiums per citizen. This indicator gives an opportunity to see what place insurance occupies in the country's economy. Studies have shown that the leader in this indicator is Switzerland (\$5,484.7). This indicates a high level of development of the insurance market in this country, which is not surprising, because Switzerland is one of the most stable countries in the world. Great Britain (\$4,967.5 USD), the United States (\$3,864.7 USD) and Japan (\$3,734.5 USD) are next – these countries have a very high rate of insurance premiums per citizen. The world average level of this indicator is only 615 dollars. This clearly demonstrates the difference in the development of the insurance market between developed countries and the rest of the world [2, p. 96].

If we take the countries of Central and Eastern Europe, where this indicator is an order of magnitude lower, then among these countries Ukraine occupies one of the last places: the amount of insurance premiums per citizen in it is only 55 dollars. USA. Thus, compared to world trends, the Ukrainian insurance market has a very small scale, Ukraine accounts for less than one percent of insurance premiums received in the world. This indicates the existence of problems related to ensuring the sustainable development of the domestic insurance market and conditions the study of issues aimed at their solution in the conditions of overcoming crisis phenomena.

At the current stage, under the influence of modern challenges in the economy of Ukraine, the following negative factors have emerged that need to be taken into account when forming the insurance market:

- "fall" of the stock market as a result of military operations;
- increase in risks associated with investment of assets of financial institutions and non-repayment of loans (loans);
- distrust of the population in financial institutions, including for reasons of delay or refusal of the financial institution to fulfill its obligations under concluded contracts;
- exchange rate instability;
- the risk of lack of interaction between banks and non-banking financial institutions regarding ensuring the latter's access to funds placed on deposit accounts;
- preservation of negative inflationary expectations of the population;
- the danger of further shadowing of the economy.

In our opinion, the main problem of the insurance market of Ukraine is the low culture of insurance, which is connected with the low level of income of the population and the presence of a large number of risks associated with the war. According to expert estimates, only 10-15% of the adult population of our country are insured or are ready to insure their property, which is much lower than the average European level. To this can be added the absence or weak development of individual insurance products. At the same time, insurance in developed countries is a mandatory element of the socio-economic system, the behavior of its subjects is determined by the spirit of responsibility and self-discipline.

Another factor that holds back the full development of the insurance market in Ukraine is the high concentration of insurance services in the capital region. Almost 70% of collected insurance premiums go to companies registered in Kyiv.

Studies have shown that one of the negative phenomena introduced into the practice of insurance by the processes of globalization is the growth of various types of fraud and shadow economic operations, criminal illegal actions.

When forming the financial resources of an insurance company, it is necessary to proceed from the main factors that affect their quantitative and qualitative condition and, in turn, determine the level of financial stability of the insurance organization in a specific period. To such factors, most economists include the amount of the paid-in authorized capital of the insurance company, the amount of insurance reserves calculated in the prescribed manner for the purpose of guaranteeing insurance payments, the existing structure of its insurance portfolio in accordance with the strategy and tactics of the insurance company, the existing system of reinsurance of insurance risks, as well as the scope and the riskiness of investment activities of a specific insurance company.

In order to increase the capitalization and successful competition of Ukrainian insurance companies in the international arena, it is necessary to:

- to develop a plan of measures regarding the gradual admission of branches of non-resident insurers to the insurance market of Ukraine in accordance with international treaties of Ukraine;

- introduce a mutual exchange of information between the State Commission for Regulation of Financial Services Markets and insurance supervisory bodies of other states regarding the activities of insurers, their branches, insurance intermediaries and insurance groups (insurance holdings).

Timely detection of changes and development of solutions for the sustainable development of insurance services will help to effectively use the advantages of globalization of the world economy and ensure the financial stability of domestic insurance companies in a global environment.

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