

CONCEPTUAL BASIS FOR THE USE OF INNOVATIVE METHODS OF THE INSURANCE MARKET IN THE DEVELOPMENT OF THE COUNTRY'S ECONOMY

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ABSTRACT

This article reflects the conceptual foundations for using innovative methods of the insurance market in the development of the country's economy, improving the prudential standards of the insurance industry, the results of research on the use of new innovative insurance products in the process of sharply increased competition in mass types of insurance, digitalization of insurance activities.

Keywords: insurance road, insurance sector, insurance market, insurance operations, insurance premiums, key financial indicators, insurance products, reengineering.

Increasing the role of the insurance sector in the implementation of the tasks defined in the development strategy of the new Uzbekistan for 2022-2026, studying international experience in protecting the real sector of the economy, foreign and domestic investments, small businesses and private entrepreneurship through insurance, studying and discussing, developing insurance services provided citizens and increasing the insurance culture of the population, improving the prudential norms of regulation of the insurance market and in the process of ensuring information security, especially the digitalization of insurance activities in the insurance market, the question of sharply increasing competition in mass types of insurance was raised as a key area.

The profitability of insurance operations decreases with increasing requirements for the quality of services provided and increased control over the financial position of insurance organizations. In this regard, the largest companies are faced with the need to transform internal business processes. This problem is exacerbated by the increase in effective demand for insurance services in the country after the pandemic. Insurance companies are faced with the challenge of meeting such requirements and introducing new insurance services that can meet the needs of consumers, which change from day to day.¹

Under the leadership of the President of the Republic of Uzbekistan Shavkat Mirziyoyev, large-scale reforms are being carried out in the economy, including in the financial sector and the insurance market, which is considered one of its important components.

Uzbekinvest took an active part in the development of the insurance sector, showed positive dynamics in 2022 and ensured a stable growth of its main indicators.

Based on the results of its activities in 2022, Uzbekinvest not only retained its leading position in the insurance market of Uzbekistan, but also strengthened them, ensuring a total collection of insurance premiums in the amount of 931 billion soums, and in 2021 achieved an increase in volumes by 242% compared to with the end of the year.

¹ <https://imda.uz/oz/xalqaro-sugurta-konferensiyasi/>

From 2017 to 2022, the number of collected rewards increased by 9 times.²

Insurance protection in the amount of 2.1 billion US dollars to exporters of domestic goods and services from Uzbekinvest in 2022, as part of the company's obligations reflected in the decisions of the President of the Republic of Uzbekistan to ensure export insurance protection, activities were presented that amounted to 32% protection of the republic for the export of raw materials.³

The main financial indicators of the company "Uzbekinvest" on the example of 2022

Indicators	"Uzbekinvest" company	All insurance organizations, in general	In % of total
Net insurance premiums for general insurance, million soms	203 085	1 503 925	13,5
Insurance premiums given for reinsurance in the field of general insurance, million soums	37 629	460 762	8,2
Fees for general insurance, million soms	240 714	1 964 688	12,3
Net insurance liabilities in the field of general insurance, million soms	112 089 056	909 874 221	12,3
Insurance liabilities transferred to reinsurance in the field of general insurance, million soums	46 589 867	410 914 693	11,3
General insurance liabilities, million soums	158 678 924	1 320 788 915	12,1
Insurance payments in the field of general insurance, million soums	33 923	427 588	7,9
Current contracts in the field of general insurance, number	819 171	6 541 071	12,5
Number of newly concluded general insurance contracts	391 457	3 351 838	11,7
Number of regional branches	223	1 928	11,6
in the city area	68	1 366	4,9
in the countryside	155	562	27,6
Total number of insured events received	3 181	56 997	5,6
Number of satisfied insured events	2 788	43 751	6,4

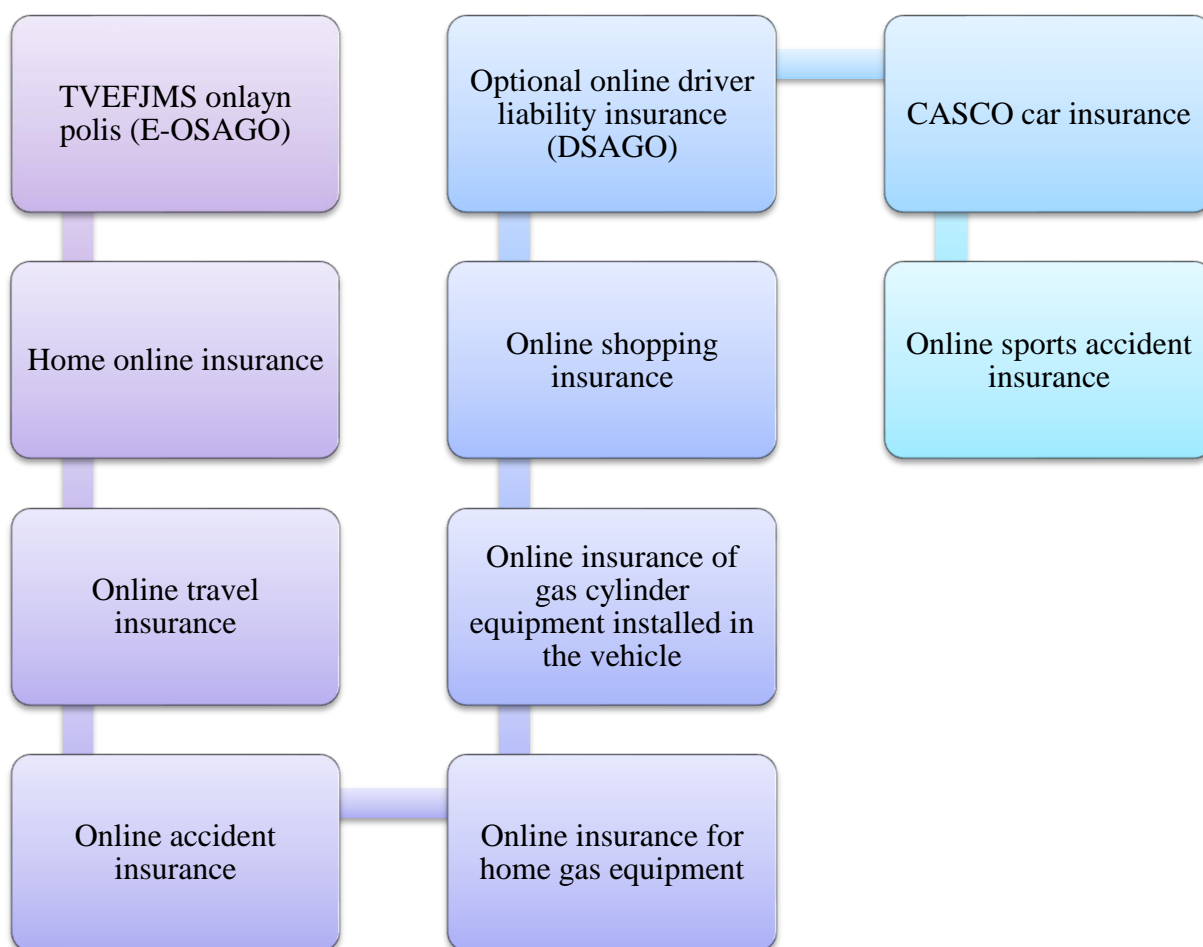
² <https://kun.uz/uz/news/2023/02/21/ozbekiston-sugurta-bozorining-yetakchisi-ozbekinvest-kompaniyasi-2022-yilda-dunyoning-118-davlatlar-sugurta-bozorlarida-tan-olindi>

³ <https://kun.uz/uz/news/2023/02/21/ozbekiston-sugurta-bozorining-yetakchisi-ozbekinvest-kompaniyasi-2022-yilda-dunyoning-118-davlatlar-sugurta-bozorlarida-tan-olindi>

The analysis of the main financial indicators of Uzbekinvest for 2022 was as follows. The table shows that the highest value of financial indicators compared to the total volume of all insurance organizations, the amount of net insurance premiums in the field of general insurance by 13,5%, the amount of total insurance premiums by 12,3%, net insurance liabilities in the field of general insurance also increased by 12,3%, while the number of valid contracts in the field of general insurance was 12,5%. From these results, it can be determined that the share of Uzbekinvest among 34 companies operating in the insurance market of Uzbekistan is 12-13%.

An analysis of the company's annual report data for 2021-2022 shows that various services are provided in the insurance services market. Insurance services, such as compulsory insurance, preventive accident insurance, credit insurance, civil liability of vehicle owners, are the main types of services of the company. But in the insurance market of our country, 8 companies effectively use life insurance services.

"Uzbekinvest" company offers the following insurance products to individuals and legal entities:



Uzbekinvest does not offer services in the field of life insurance, which are becoming very popular in the current conditions.

In this regard, it seems relevant to improve the operating activities of companies in various areas, including customer service and internal processes. Currently, the task of developing the process management of the company is on the agenda of insurers. The ratio of economic

expenses of insurance companies in Uzbekistan exceeds an average of 18% of the received insurance premium, which significantly exceeds the figures of the leading insurers in Europe. For example, the cost of doing business in the European divisions of AIG, Allianz, AXA is 2629%. The most important resource for improving the efficiency of the insurance business is to reduce operating costs. The main tool for solving this problem is business process reengineering. Business engineering is a set of methods and techniques that a company uses to design a business in line with its goals.

1. Reengineering is a fundamental revision and radical redesign of business processes in order to achieve complete improvements in the main modern indicators of a company's activities, such as cost, quality, service and speed (the term "reengineering" was introduced by M. Hammer).

2. The overall impact of business process reengineering on an insurance company is as follows:

3. Activation of business processes, growth of the client base in all areas of activity, increase in the number of requests from insurers;

4. Separation of functions between business units and the contact center for receiving, processing and distributing incoming calls;

5. Improve the labor discipline of employees responsible for entering data into the system;

6. Decrease in the share of applications to the curators of insurance contracts;

7. Additional analysis of the needs of policyholders, the formation of additional statistical data to meet them.

Based on the above considerations, the study showed the need to solve the following tasks for the formation and development of regional insurance markets:

- To study the problems and contradictions of the formation of the national insurance market of the Uzbekinvest company, to identify shortcomings in its organization;

- Conduct a marketing study of the insurance market of the company "Uzbekinvest" in terms of assessing the wishes of consumers of insurance services;

- Formation of the main directions and trends in the development of the company "Uzbekinvest" on the basis of research data and analytical data;

- To review the existing methods of rating evaluation of "Uzbekinvest" company and study the possibilities of using them in evaluating the activities of regional insurers.

Based on the opinions and comments studied and identified during the study, we consider it appropriate to introduce the following measures in order to increase the activity of Uzbekinvest in the insurance services market of our country and expand the scope of new types of insurance products:

- Implementation of a reengineering procedure after the implementation of business processes for an insurance company

- Efficient use of effective marketing strategies of the insurer for the development of the insurance business

- Demand Generation, Lead Generation, Finding Clients, Closing Sales and Retaining Clients for Insurance Marketers.

- Effective use of time management and risk management strategies in the insurance market.

In conclusion, the implementation of the above activities will lead to the expansion and improvement of the quality of insurance services of the Uzbekinvest company in the regions of our republic, an increase in types, ensuring financial stability and, as a result, the development of regions.

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