

The Insurance Industry As Part Of The Economic Course

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Abstract

Abstract this paper Analyzes the activity of insurance companies in Kosovo, which is part of the financial market, the insurance industry is a very important segment of economic development. In the past, this industry has functioned in the form of insurance entities that were directly controlled by the Yugoslav state, which is also their only owner. The insurance market, after the war, is constantly enriched with new insurance companies, with different capital: domestic and foreign. We can say that Kosovo has a consolidated insurance market and can provide security products to citizens and their businesses. The insurance industry is an important sector and itself contains a range of binding and voluntary products, various software, tariffs, solvency surveillance, damages, financial aspects, consumer protection, etc. Insurance companies contribute to the countrys economic and financial development, enabling citizens, enterprises, and the state itself, making business safer, investment savings, and financial stability. There can be said that the insurance industry plays a positive role in the economic development and growth of The country, including the opening of new jobs, which affect the welfare of citizens. The task of state institutions in the future is the integration of local securing mechanisms with international mechanisms.

Keywords: Economic sustainability, the insurance industry, financial environment, insurance companies.

I. Introduction search

Searching Insurance as activities is one of the main foundations of the financial services sector nowadays. In addition, the traditional role of risk management, insurance market activity, as a mediator, and as a risk and indemnification transfer provider, can boost economic growth to manage more efficiently, promoting long-term savings and Encouraging the accumulation of funds from investment policyholders, thus mobilizing internal savings in productive investment (Skipper, International Risk, and Insurance An Environmental-Managerial Approach, 1997); (Arena, Does Insurance Market Activities

Promote Economic Growth? A Cross-Country Study of Industrialized and Developing Countries, 2006). Insurance is often defined as a fundraising act from many subjects secured to

pay for relatively unusual but very devastating losses, which may occur to these entities (Omoke, 2012).

For this reason, secured entities are protected from paid risk, dependent on the frequency and severity of events that occur, so they are trading companies and part of the financial services industry (Britannica dictionary, 2019). Adobisi (2006) argues that security is a complex economic and social sector for the treatment of risks to life and property (Adobis, 2006), and has a social character in nature because it represents different cooperation of individuals for mutual benefits, combining to reduce the consequences of similar risks. Vaughan (1997) sees insurance as an agreement with a company that pays regular sums of money and accepts to pay costs if the damage is occurring (Vaughan & Spool, 2002). Agbaje (2005) determines the provision as a resource collection business to pay

compensation to ensure, or to ensure the occurrence of a particular event in exchange for a periodic consideration known as premium (premium), therefore, a security contract is usually It is evidenced by a document called Insurance Policies, which are usually signed by the parties (Agbaje, 2005). Gollier (2003) argues that security involves transferring the risk from an individual to a group and sharing losses on an equal basis among all members of the group (Gollier, 2003). As expressed by Dickson (1960), insurance is designed to protect an individual's financial well-being, company, or other entity in case of unexpected loss (Dickson P. G., 1960). According to him, some insurance firms are required by law, while others are optionally agreed with the conditions that create a contract between the insurer and the insured. Thus, the insurance acts as a promise, of a refund in case of loss, where people or worried companies about the risks make prepayments to an insurance company (AJAYI, 2002). The insurance industry is vital to the well-being and smooth functioning of a modern economy and as such, for developing countries like Kosovo, it can also act as a catalyst for economic growth, helping to accelerate the process of quality structural transformation.

Bowers et al. (1997) express the views of the insurance system as a mechanism for reducing the opposite financial impact and avoiding events that hinder the fulfillment of reasonable objectives (Bowers, Gerber, Hickman, D., & Nesb, 1997). Osipitan (2009) argues that the insurance business is vital to the financial system due to its role in helping people and businesses to manage their resources and facilitate the risk efficiently (OSIPITAN, 2009). Insurance is an important and indispensable segment of a country's financial system, in the theoretical and practical concept that explains that financial systems affect decisions on long-term savings and investments, including growth rates through the following functions; reducing research and investment costs; exercising corporate governance; trading, diversification and risk management; mobilization and collection of savings; Conduct exchanges of goods and services, ease of negative consequences arising from case-to-case strikes (Levine, Finance, and Growth:

Theory and Evidence, 2004). Today's world is filled with risk and insecurity.

This risk and uncertainties are created due to globalization, liberalization, and innovation in science and technology. Insurance is a way to minimize and provide protection against those risks that are beyond human control. This is a way to indemnify unpredictable losses.

The relationship between insurance and economic growth is dealt with by many scholars. Of these, it is concluded that there is a causal and direct link between insurance and growth. The United Nations Conference on Trade and Development (UNCTAD) officially acknowledged that "a sound ational insurance and reinsurance market is an essential characteristic of economic growth." The development of the insurance and reinsurance business is indispensable for the economic development of each country, as it reduces uncertainty and encourages long-term investments (Feyen, Lester, & Rocha, 2011). Specifically, insurance, as a risk intermediary and financial intermediary, can boost economic growth, managing the most effective and mobilizing domestic savings in long-term investments (Ward D., 2000). Insurance uses different channels to promote economic growth: creates an environment with greater certainty to promote investment and innovation, improves financial health, creates liquidity and mobilizes savings, facilitates the company to enter into capital, and promotes reasonable management. Of the risk, which contributes to sustainable and responsible development. A steady long-term economic growth and an open economic system depend mainly on a financially efficient.

1.1. Problem statement

Theis (2015) Explains that risk management in society is based on different mechanisms, including preventive savings and public insurance systems (Theis, 2015). An essential role in social risk management plays private insurance, providing more effective solutions to many risks. The basic principle of insurance is the union of risks across the insured community,

supplemented by other risk management instruments. Insurers are the largest group of institutional investors and their long-term concentration in long-term investments makes them an anchor of stability in financial markets. In addition, risks and insecurity are an integral part of our daily lives. Managing these risks in the best possible ways is one of the key challenges for each individual, any business, and society as a whole.

Therefore decision-making is an important process and can be considered as the process that results in choosing a belief or a course of action among several alternatives. Every decision-making process produces a final choice and important information. The styles used by the individual influence the quality of the decision. Scott S. and Bruce (1995) have identified five different styles that can be used by the individual during the decision-making process. (A Rexhepi Technium Vol. 2, Issue 4 pp.68-79 (2020)

These are: rational, intuitive, addictive, spontaneous, and avoidant styles.

Therefore, the financial security system is a prerequisite for sustainable economic growth and prosperity. There are different opinion schools on the nature of public security relations and economic growth. According to HAISS and Sumegi (2008), the effective insurance industry leads to economic growth, while in contrast, Patrick (1966) argues that economic growth leads to the development of the insurance sector (HAISS & Sumegi, 2008); (James, Patrick, & Giovanni, 1966). Moreover, today the debate on interaction between insurance and economic growth continues. Regarding this issue, we can draw parallels when it comes to the Kosovo insurance industry and its contribution to economic growth. The insurance industry, as part of the financial market, represents a very important segment of economic development in Kosovo and as such has a history of more than 40 years, over which has undergone changes in continuity. Originally, it is

worth mentioning those of 1974, where under the then Yugoslav Federation, Kosovo, the right to establish the Asset and Persons Community, based in Pristina, the functioning of which was done according to the legislation of the time, 90, as a state company. Since 1990-99, the insurance

industry with a new legislation of those years operates under the violent measures of a classic

Serbian occupation, where in addition to state-owned company (housing), some other privately-owned companies that are mainly obtained with the provision of vehicles, until the beginning of the war for the liberation of Kosovo.

Economic development flows after the 1999 war in Kosovo have led to the creation of a market economy based on free trade, the establishment of businesses, businesses, and new financial institutions, including insurance companies as part of the financial environment in Kosovo. In the past, insurance companies have been directly under state control, while today are private companies operating in the conditions of a free market economy, represent the foundations of the state, and are directly checked by the Central Bank of Kosovo - CBK. The insurance market, after the war, is constantly enriched with new insurance companies, with different capital: domestic and mixed (local- foreign). It can be asserted that Kosovo has a well-consolidated insurance market, which can

provide security products to citizens and businesses they own, protecting them from different disasters, whether natural or any other naturally that would cause the citizens to damage them. Substantial financial. To develop a sound economy, it must first create a stable economic environment, a managerial staff, and human resources as prepared in school and professional views and the use of information technology, which today is a requirement and necessity of time, knowing that it is necessary. The role of information technology is basic in the functioning of each activity, including the insurance industry. For this reason, it can be asserted that the insurance industry represents a special chapter of the country's economic development, thus affecting the alleviation of unemployment and the establishment of citizens' well-being. Kosovo does not have a long tradition in the security field, so the primary task of post-war institutions has been the creation of legal infrastructure and a sustainable economic environment to create

prerequisites and circumstances for development not only of the insurance industry. Of other branches of the economy. The insurance industry

among other branches of the economy is not a simple sector. It contains a range of binding and voluntary (not life and life) products, different software programs, tariffs, solvency surveillance, damages, financial aspects, consumer protection, etc. The insurance mechanism compared to the purchase of other goods is quite complex. It can therefore be asserted that the insurance industry has a positive impact on the country's economic development and growth, especially in the opening of new jobs, which directly affect the growth of citizens' well-being. The task of state institutions in the future is the integration of local securing mechanisms with international mechanisms. field in Kosovo has been a deficient field, there has been a lack of literature, scientific studies have been lacking and the study of such a topic is considered to be of interest and very important, first, for employees of this sector, then researchers and researchers, who in the future will deal with the study of this economic discipline, as well as for all those who have benefit and social interest in the future for this tempting and very interesting field. Real life is more complicated as it is not possible to evaluate every option especially when dealing with a large number of alternatives. Moreover, short-term potential and long-term consequences are more difficult to predict, making numerical values difficult to determine. (ModelsofDecision-MakinginEnterprises (2).pdfARexhepi- Acta Universitatis Danubius ..., 2020)

Therefore, this quest tries to fill the gap in this area, empirically drawing the effect and impact of the insurance industry on Kosovo's economic growth.

1.2. Research objectives

The main objective of this study is to examine the effect of the insurance industry on economic growth in Kosovo. To meet this key objective, the research will be based on the specific objectives as follows:

- To research empirically the effectiveness of the insurance industry in the economic development of the country;
- Assess the relationship between investment in the insurance industry and economic growth in

Kosovo;

- Investigate the relationship between profits in the insurance industry and the impact of this profit on economic growth in Kosovo;
- Identify causal relationships between variables.

Research questions

Based on the main objective and specific objectives, the study attempts to provide answers to

the following research questions (KPs):

KP1: To what extent do the changes in insurance prices and premiums explain changes in economic growth in Kosovo?

KP2: How much and how do investments in the insurance industry affect the economic growth of the country?

Research hypotheses

Alternative study hypotheses related to research questions are presented below:

H1. There is an important relationship between the overall premium of insurance and economic growth in Kosovo.

H2: There are positive and significant relationships between overall investments in the insurance industry and economic growth in Kosovo.

Purpose of the study

The purpose of this study is to research and identify the impact of the development of the insurance industry on the economic development of Kosovo, with particular emphasis on identifying and determining the functions and effects of development factors of the contemporary insurance industry and their impact on processes. of economic development, as well as to compare and test insurance companies that have an impact on the development of the insurance industry and the Kosovo economy. The search results will be analyzed while the primary and secondary data will be compared to conclude.

Therefore, this research tries to fill the gap, by empirically researching the effect and impact of the insurance industry on Kosovo's economic growth.

2.0. Literature review

Insurance is an economic activity, from its initial forms until today, with the function of protection, has gradually entered into all human economic activities, as an individual and as a society. Insurance, in addition to the main function they have, insurance, is increasingly taking on the role of a profitable business (Gashi, Risk Management in the Insurance Market, 2013). The study on the research topic in this chapter is dealt with in sections 2.1 through 2.5.5.

2.1. Theoretical and conceptual review

Insurance has been studied by many scientists in developed western countries, where the insurance market dates back to early times and is more developed (Gashi, Risk Management in the Insurance Market, 2013). Theorists who have dealt with insurance theory include the authors Manesar, Mahara, Haxa, Farneya, etc. Manesar, the German classic, defines insurance as trust funds, which are used to cover the losses of entities and objects that occur randomly and are valued. The Grawe-Lunz group of authors has given a more complete definition of insurance; according to them, "insurance means any kind of payment agreement of the amount of money of a fund, which is formed by the payment of premium by all those clients who are part of that insurance agreement" (Gashi, Risk Management in the Insurance Market, 2013). It can be argued that all theories are fundamentally the same, which means that "insurance is the activity that provides economic protection from risks that endanger the property of persons" (Bjelic, 2002).

Insurance can be defined as: "Economic institutions that reduce risk by managing a variety of objectives, where the overall incidental loss becomes predictable within certain limits" (Koci, Bun-do, & Sheller, 2002). In today's time of economy when risk and complexity are increasing, increasingly affecting the market and the financial system, the insurance segment contributes to and helps the individual, ie su economic object, to minimize the risk imposed on it.

From time to time, property damage occurs in society, economic conditions deteriorate, national income and national wealth in general decrease, other disorders appear, and in this way, the economy is destabilized. Although the

occurrence of risk can not be stopped with insurance, because the risk is unforeseen in time and space, it can affect the occurrence of major damages, ie reducing and minimizing the material consequences of the damages that have occurred. Various economic consequences are avoided in whole or in part, quite successfully through insurance. Insurance allows firms to expand and take on economic risks without having to set aside liquid capital, thus providing wider coverage for firms and increasing their financial reliability.

The development of the insurance industry is an essential feature of economic growth, thus being one of the main contributors to the development of the financial system. The main objective of this doctoral dissertation is to analyze the main characteristics of this industry, with special emphasis on insurance companies in the insurance market of Kosovo, as part of the financial market and their impact on economic development. Therefore, the focus of this industry in the future is on increasing the types of products, similar to the market of European countries, advancing and perfecting technology in the daily work of this industry, training, and professionalization of staff in general, and the integrating the family. Kosovo insurance in the European insurance family, or European insurance mechanisms.

2.. Theories of economic growth

Economic growth refers to an increase in domestic production in terms of gross domestic product, over some time. The theory of economic growth focuses on improving the quality of life of people with an increase in productive capacity (Adamopoulos, 2010). The theory of endogenous growth shows that economic growth is mainly the result of internal rather than external forces. The theory is that economic growth is possible if people invest in human capital, innovation, and knowledge. The theory also largely states that the pace of long-term growth of an economy depends on the impact of policies. According to the domestic growth model, financial development can affect economic growth, increasing investment productivity and reducing transaction costs, thus increasing the share of savings channeled into productive investments and

improving investment liquidity (Pagans, 1993). Numerous economic theories have discussed the role of various factors leading to economic growth. Recent theories of economic growth are based on the hypothesis that speculation and savings are sources of economic growth. The Harrod-Domar model shows the dimension of savings and investment efficiency as the key to stimulating economic growth (Barro & Sala-i-Martin, 2004). In addition to this theory, the neoclassical growth model claims three important points: the first investment and savings are the main success of economic growth. Second, economies will eventually reach a stable state if products can be activated with improved technology and fewer resources (Sachs & Warner, 1997). Finally, for the same amount of available capital, less advanced economies would grow faster than more advanced ones, until a stable state and economic convergence is achieved (Stinglingh, 2015).

3. Research methodology

This research examines the relationship between economic growth and developments in the insurance industry in Kosovo between 2014 and 2018. The study is based on the use of secondary data for five years. Secondary data are collected from published materials of the Kosovo Bureau of Insurance and Statistics published to ensure the reliability and availability of the data. Also, primary data were collected with a representative sample of 10 insurance companies, from 16 companies operating in the insurance market today in Kosovo.

The research is based on the combined deductive and inductive approach that has been used in the various research methods, which includes the collection and modeling of empirical data and the analysis of the evaluation of results data. Factor analysis was used to analyze the results and test the hypotheses. The validity of the instrument was done through the factor analysis test. Factor analysis is a common technique used to reduce the number of variables and to provide evidence of the validity of the questionnaire construct.

3.1. Nature and data sources, population-sample

In the case selected for the study, the sample is probabilistic, ie random stratified, in which the population is divided into two strata, company employees (manager and employees) and clients, where each of the groups is taken from a probabilistic choice. The research was conducted for several years and was spread throughout the country, including 10 companies dealing with the insurance business in Kosovo. The probability sample is broadly related to research based on population surveys where conclusions need to be drawn about the population. In this case, the research is conducted in the insurance industry, where the study population is all insurance companies operating in the insurance market, a total of 16 (13 non-life companies and 3 companies dealing with life insurance), starting from the sample selected in the search, to answer the research questions.

His procedures include: In each insurance company selected for the study managers, leaders, ordinary employees, and clients were interviewed. The form of their selection was random and stratified because it included all sectors of the insurance companies selected as the study sample. The sample extensively covers insurance companies and clients nationwide, where in addition to questionnaires, semi-structured interviews were conducted.

3.3. Specification of the model and instruments used for data collection

After careful study of the literature review, the conceptual model was formulated to illustrate the effect

of the insurance industry on economic development.

The model shows the relationship between the independent variables, which include:

- collection of premium and price,
 - total investment in the insurance industry,
 - number of policies sold
 - profit of insurance companies
 - increase the number of new employees
 - Dependent variable:
 - Economic growth expressed in real GDP growth premium and price collection,
- Independent variables
- total investment in the industry e

insurance,

- number of policies sold
- profit of insurance companies
- Increasing the number of new employees

D Economic growth expressed in real GDP growth dependent variables

. Conceptual framework model and variables

3.3.1. Search population - primary and secondary data

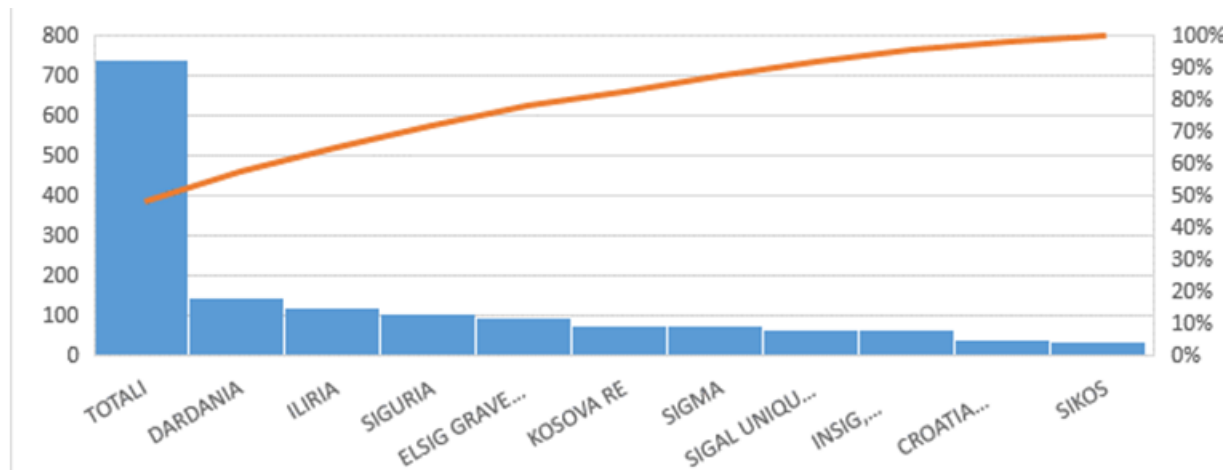
In this case, the study selected in the research, the study population is 16 insurance companies (13 insurance companies that have non-life insurance as their activity and 3 insurance companies that have life insurance as their insurance activity).

Table 1. Study sample-Insurance companies

Study champion - Insurance company						
company	Place of registration	Operation	Regular staff	Insurance agents	Voluntary insurance employees	Total employees 31.12.2018
ILIRIA	Pristina	All of Kosovo	117	51	49	217
SIGURIA	Pristina	All of Kosovo	103	47	38	188
ELSIG GRAVE GROUP	Pristina	All of Kosovo	93	46	39	178
KOSOVA RE	Pristina	All of Kosovo	75	44	37	156
SIGMA	Pristina	All of Kosovo	71	42	39	152
INSIG, PRISHTINË	Pristina	All of Kosovo	62	36	32	130
SIGAL UNIQUA GROUP	Pristina	All of Kosovo	65	45	35	145
CROATIA OSIGURANJE	Pristina	All of Kosovo	36	29	22	87
SIKOS	Pristina	All of Kosovo	34	26	21	81
DARDANIA	Pristina	All of Kosovo	142	61	58	261
TOTALI			738	427	370	1535

From this population, a sample of 10 insurance companies was selected, whose insurance activities are non-life insurance, and where the main product is a motor vehicle or motor vehicle insurance (MTPL) which is regulated by law. All

insurance companies operating in Kosovo in the field of insurance are licensed by the Central Bank of Kosovo-CBK and have started operating at different times.



Graph.1. The study population is insurance companies. Source: Adapted from the Author

3.4. Analysis techniques

The analysis is based on the statistical-mathematical model that is realized through the SPSS program, which helps to confirm the study hypotheses, through the hi-square test (Chi-Square), KMO test, and Bartlett test, playing an important role in accepting sample accuracy. The value of the KMO coefficient indicates an average level of accuracy in the selection of the sample, while the results of the Bartlett Test indicate the importance of the study and the validity and appropriateness of the answers collected by the instrument used in the study. Factor analysis is recommended to be appropriate when the Bartlett Test coefficient (Sig.) Is less than 0.05. First, through factor analysis, a preliminary analysis is performed. The correlation matrix table shortens the R-matrix version. The table is divided into two parts: the first part has a Pearson correlation between all sides of the questions, while the second part contains the 1-tailed

statistical significance. Based on the table presented in appendix 3, it is noticed in the first part if any of the values are above 0.9 and in the second part above 0.05. If any of the values exceed this value, the value of the determinant at the bottom of the table is also noticed. During the search, a range of sources were used to collect the data needed for a comprehensive study to enable a detailed analysis of the situation. These resources include:

a. Material that contains analysis, literature in the field of insurance, management, insurance market, and information technology;

b. The paper also presents descriptions of relevant rates related to insurance companies;

4. Data analysis]

The data analysis part is based on questionnaires and semi-structured interviews as a measuring instrument, making the respective treatment of each question separately. Data analysis is based on SPSS statistical package. Inferential analyzes include the KMO (Kayser- Meyer-Olin Measure of Sampling Adequacy) tests, the Barrett test, and the correlation, where the work variables are explained through total variance and matrix components. Also in this chapter, the hypotheses are tested and interpreted separately based on the importance of the respective variables.

4.1. Data analysis and interpretation

Primary data for the research question and hypothesis testing were provided through the distribution of two types of questionnaire forms to 10 insurance companies in 14 municipalities of Kosovo. Given that the total number of municipalities is 38, this fact represents a reliable distribution of data collection at the national level.

The number of questionnaires distributed is 250 questionnaires, but only 200 of them managed to return.

4.2. Hypothesis testing

Below is the interpretation for hypothesis testing, specifically for each, based on the level of relevance for the respective variables.

4.2.1. Testing of Hypothesis One

Hypothesis one, "There is an important relationship between the general insurance premium and economic growth in Kosovo", is confirmed: Through the values presented in the table is presented the correlation of variables 2P7 with 2P8 ($r=0.791$), based on $n = 100$ of pairwise non-missing values. The value $r=0.791$ indicates that these two variables are linearly related. Since this value represents a strong relationship, this means that when the value of one variable increases, the value of the other variable is greatly affected. Level of importance: Sig. (2-tailed) 0.000 shows that there is a statistically significant correlation between the increase in insurance premiums, which affect the economic growth of the country, with the increase in insurance premiums in a competitive market.

4.2.2 Testing of Hypothesis Two

Hypothesis two: "There is a positive and important relationship between overall investment in the insurance industry and economic growth in Kosovo", has been confirmed: Through the values presented in the table are presented the correlation of variables 2P45 with 2P46 ($r=0.586$) based on $n = 100$ observations with pairwise non-missing values. The value $r=0.586$ indicates that these two variables are linearly sufficiently related. Since this value represents a moderate relationship, this means that when the value of one variable increases, the value of the other variable is also affected. Level of importance: Sig. (2-tailed) 0.000 shows that statistically there is a significant correlation between the increase in insurance premiums that affect the economic growth of the country with the increase of insurance premiums in a competitive market.

5.. Conclusion

The paper examined the contribution of the insurance industry to Kosovo's economic growth, using various variables, such as total insurance premium, investment, technological

development, and employment. Using data from the period 2014 to 2018 and based on the analysis performed, the study found a positive contribution to economic growth. Since the objective of the study is to examine the contribution of the insurance industry to economic growth, macroeconomic variables of economic growth: GDP and insurance-related macroeconomic variables, such as total premium, price, investment, and employment growth are included in the discussion. From the above analysis, it has been concluded that the insurance industry (including that of life and non-life) has influenced the GDP growth in the country, during the period under study, with an upward trend (2014 to 2018).

The study also showed that the population density, covered by the insurance sector, is relatively small, but with an upward trend. There is still a large population gap, which is far from reaching the insurance service. The study suggested that policymakers and regulators recognize the role of the insurance sector in economic development and create a friendly policy to support the insurance industry so that in the future the contribution of the insurance sector to economic growth is maximized by increasing density. of insurance, ie the increased number of insured, which would affect the collection of profits by companies and increase the opportunity for long- term investments. In addition, the study can be expanded with the development of an appropriate model, which provides empirical evidence to examine the relationship between insurance and economic growth. From the study, it can be seen that the economic growth rate and insurance market penetration, based on reports, have increased over the last five years, by approximately 3.9 to 4.2% respectively. Economic growth slowed drastically in 2008 by 75.7%. The obtained analysis results also showed that taking all the independent variables to zero, when a unit grows in the function of economic growth their importance changes. The higher the premium collection and insurance penetration, the greater the opportunities for favorable economic growth. The study used combined analysis to find the relationship between economic growth and the development of the insurance industry in Kosovo. The forecast model

has been developed and tested for accuracy in making and analyzing forecasts. The results of the study showed that the set-conceptual model and the definition of the variables are important. This is presented in the analysis section, where the relationships between economic growth and the independent variables described above are almost linear.

The results are consistent with the secondary literature data that the deepening of insurance markets contributes positively to economic growth. It is also noted that life insurance is causally related to growth only in higher-income economies and the positive contribution of this type of insurance to growth is mainly through financial channels, intermediation, and long-term investments.

5.1. Recommendation

The issuance of a modern legal framework and the appointment of a special judicial authority to handle insurance-related cases are key requirements to enable market development, protect the rights of policyholders, and regulate the activities of market participants.

So in general we can say that insurance promotes economic and social development through various channels, from here we get the recommendations:

1. The premium should be reduced to an affordable price, to benefit the majority of individuals, by providing motor vehicles, health, business, their property, etc.

2. Insurance should enable businesses to expand by taking on economic risks, without having to set aside capital and additional liquid funds

3. Insurance should encourage investment and innovation, creating an environment of higher security, while encouraging a healthy society for work.

4. Insurance to be a solid partner in the development of a supplementary system of social protection, especially in the field of pensions and health insurance, especially at the moment in the absence of institutional health care.

5. Insurance companies, as institutional investors, should contribute to the modernization of citizens' lives, thus influencing their social uplift and development.

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