

Topic: Marketing solutions to improving competitiveness of non-life insurance companies in Vietnam

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Research purposes:

- Pointing out the rationale of marketing basis in non-life insurance business activities
- Applying marketing in improving the competition of life insurance companies
- Analyzing and evaluation the real situation of marketing activities in life insurance companies to improve competition in Vietnam now.
- On the basis of theory and practice, the thesis suggests ideas, regulations and solutions to improve competitiveness in Vietnam's non- life insurance companies in the coming period

New contributions:

- Systematizing the theoretical basis of marketing in non- life insurance businesses, pointing out basic directions in marketing activities, suggesting basic trends that marketing managers must pay attention to decide marketing policies.
- Finding out theoretical factor: marketing is an effective tool to improve competitiveness of non- life insurance companies in global economic integration

- Analyzing and evaluating realistically marketing activities to improve competitiveness of non- life insurance companies in Vietnam in recent years, also pointing out the limitations and how to correct the situations.
- Suggesting the marketing solutions to improve competitiveness of non- life insurance in Vietnam in the next period.