Big Insurance Companies’ Strategic Responses to Managerial Environmental Changes

Since 2008 Global Financial Crisis managerial environment facing Korea insurance companies has been changing rapidly. In order to suggest some strategic ideas to Korea insurance companies, previous strategic responses and episodes to managerial environmental changes of eight global big insurance companies have been studied in this paper. We choose MetLife, New York Life, Prudential Financial, Prudential plc, Allianz, Daiichi Life, Meiji Yasuda, Nippon Life because they have been growing for more than hundred years. Macroeconomic, socio demographic, and regulatory changes of each country that have been affecting insurance demand, both intra- and inter-industry competition are reviewed as well as the big insurers’ strategic response cases and episodes.

Through the case studies we conclude that the foreign big insurers have leveraged up the advantages of insurance companies such as risk management, stable long term yield in asset management which are prominent compared to other financial companies. Based on these findings we would like to suggest that Korea insurance companies should find a way to capitalize the advantages of insurance so as to increase business activity efficiency and develop new growth sources. Government should come up with some policy measures to support and encourage insurance companies such as allowing external financing.