

**CONDITIONS AND PERSPECTIVES OF THE LIFE INSURANCE
INTHE REPUBLIC OF MACEDONIA¹**

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ABSTRACT

If we say that life insurance is a specific combination of insurance and savings, then we can surely confirm that it is of exceptional importance for the society and for the man himself. Variations in life insurance arise from the need of people (joint-individual, long term-short term, simple-complex, risk-reliably, etc.) to secure themselves or their relatives at a certain period of their lives. The needs of the insured persons are derived from themselves, from the environment in which they act or are imposed upon them. Living in the world of the greatest technical and technological advancements and the challenges of new ways of living are a challenge for life insurance companies. Whether they will accept proactivity in restructuring their operations or will be only passive observers of contemporary demographic, social, technological, economic and political trends, will depend on whether they want to be profitable, market leaders and a brand of security in the perception of their insured persons. The growth trend of life insurance in the Republic of Macedonia, gives us the right to think about the perspectives and opportunities offered by modern trends in life insurance as a condition for the growth of life insurance companies.

KEY WORDS: Insured persons, Regulation, Innovation and novelties.

¹Professional article

INTRODUCTION

The contemporary man is trying to be in trend, to adjust to the environment in which he exists, sure in the goals that he has set himself, taken care of in his family and society normative and customs. All these pre-conditions do not make the contemporary man different from the man in the past, the only difference is in the methods, techniques and approaches that are brought up by a particular time period. The life insurance is a concept of security and long rangeness, values important for the society and for the man himself. The developed life insurance means accumulation of enormous financial means which are long term and because of that can be used for long term financing of various investments, for bringing into balance the relations between the goods and the finances and for the development of the manufacturing forces.

Some of the trends in the area of life insurance are inevitable processes (technical and technological achievements, trends in the social media, death etc.), some of them are processes that have their roots in the past (for example baby boom generation), while third ones are possibilities for improvement (acquisition). Because of that and in order to have an approach which will take into consideration all the previously mentioned factors for the development of the life insurance, we must have a multi-disciplinary attitude towards the occurrences that influence the modern environment, and after that the influence within the frames of the life insurance itself. The Republic of Macedonia as limited and small market does not have the opportunity to influence the world trends, but on the other hand it does have the opportunity to adjust and implement them faster. Companies in the Republic of Macedonia that are engaged in the area of life insurance have a great perspective because this market is still not developed enough and because of the continuous increasement of the national income (as a pre-condition for the development of this sector), but they will even have a greater perspective if the challenges (trends) in the life insurance are taken into consideration while creating the politics, strategies, products.

The meaning and the importance which the life insurance has for the society and the people (insured people) contributes to the fact that we should have more thorough and more critical approach, considering the influence of the contemporary trends, which looked through the prism of periodicity, may influence the making of the decision for pre-structuring and adjustment of the life insurance companies. With this paper our goal is to contribute to the

contemplative-theoretical adding up of the attitudes towards the contemporary trends as a condition for development of the life insurance companies. Because of that reason the general hypothesis of this paper arose which is concerned with the question whether the contemporary trends have influence over the growth of the life insurance companies.

LIFE INSURANCE IN THE REPUBLIC OF MACEDONIA

Considering the year 2016, life insurance² in The Republic of Macedonia was carried out by four companies that deal with life insurance. Life insurance, as far as official statistics are available to the public, exists from 1999 and was carried out through one company for life insurance, and that is QBI insurance which was registered to deal with life and non-life insurance. The period from 1999 until 2016 (which is also the period that we do analysis in this paper) is characterized by three more significant deflections and these are:

- The period from 1999 until 2004, a period of stagnancy and regression in the life insurance area in The Republic of Macedonia. There is only one company dealing with life insurance, which from 2002 only does services of the portfolio of the life insurance with an average participation in the total policy premium of 8.7% (with negative sign for 2003 of -4%). Placement of traditional types of life insurance and very low dedication to the needs of the customers, distributive channels or the new technological adjustments.

- The period from 2004 until 2012, a period of growth and development of the life insurance in The Republic of Macedonia. Establishment of new life insurance companies (Croatia life insurance, 2004, Grave life insurance, 2007, Wiener and Uniqa life insurance, 2011). During all this period QBI Macedonia only did the services to those who already had life insurance in the Republic of Macedonia and that situation lasted until 2014, when it was overtaken by Wien insurance Group. Period of a continuous growth of the life insurance with 23% of the total policy premium. On the market are traditional types of life insurances, but with a significant improvement of the sale network and more innovative approaches (Bank insurance- Banks that occur as representatives of companies engaged in the life insurance area, Ohridska Banka AD, Ohrid represents Grave from 2012) and

²The data refer to the period until 2016. In 2017 we have the registration of another life insurance company (Triglav Insurance Life AD, Skopje), which started operations on 01.12.2017.

- The period from 2012 until 2016, a period of stabilization and development, which is characterized with implementation of new innovative products considering the life insurance (from 2014 there are life insurances when the investment risk falls on the insured person that is to say investment hybrid type of insurances are offered) and more stable growth of 21% (average for this period for the total policy premium) annually. From all these analyzed periods we can realize that there is a continuous growth of the life insurance regarding the total policy premium (look at chart 1).

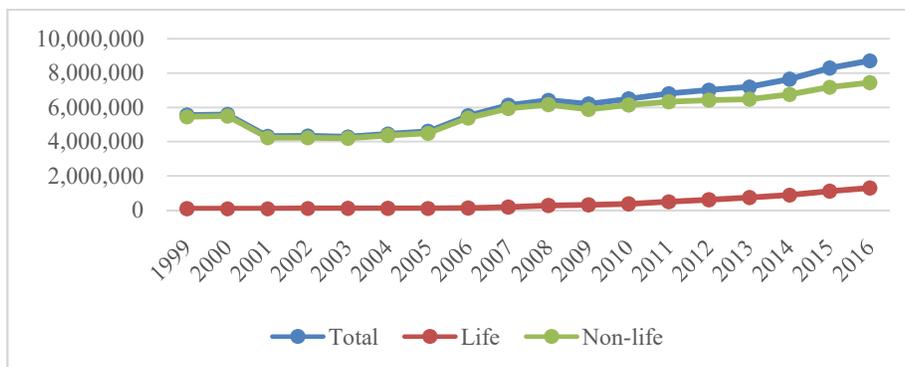


Chart 1: Insurance in the Republic of Macedonia (1999-2016)

The desired growth can be seen during the period of consolidation of the market for life insurances, 2004, showing mild increase and in the next period we have continuous movement which lasts up to present day.

The participation of the life insurance in the overall insurances in The Republic of Macedonia in the period that has been analyzed, shows an insignificant movement of 2% from the total insurance in the first period, an average of 4.4% in the second period and 12.5% in the third period.

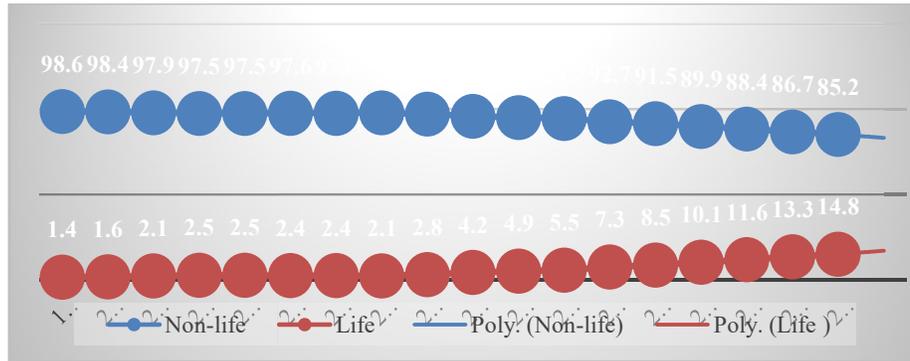


Chart 2: Percentage participation of types of insurance in Republic of Macedonia (1999-2016)

According to the trend of an increased percentage of participation of the life insurance as opposed to the non-life insurance in the total insurances in The Republic of Macedonia, it is expected that they will even up in approximately 13 years from now if conditions remain the same and there are no greater distortions in the economic environment³.

The analyses of the total life insurance policy premium considering the previous year is also important, and represents real increase in the life insurance sector, which can be seen from the following flowchart.

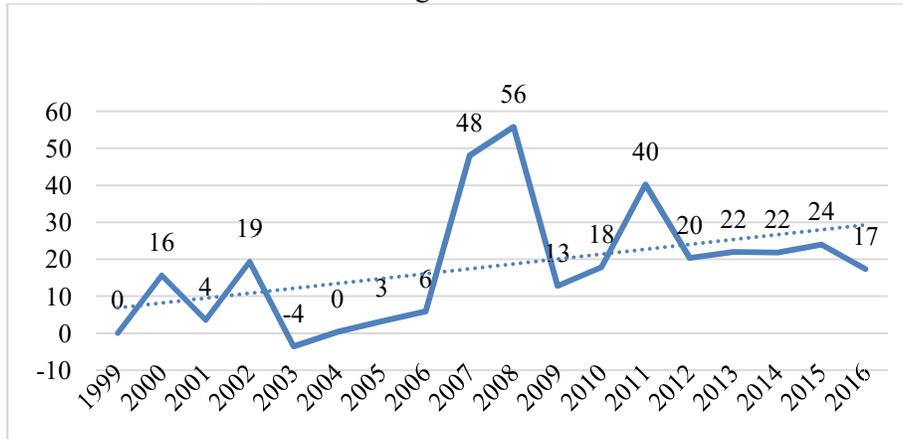


Chart 3: Percentage changes and average change in the Life

³Personal analyses of polynomial predictions in Excel.

Insurance in the Republic of Macedonia (1999-2016)

From the period that is analyzed we can notice an average growth of the total life insurance policy premium in The Republic of Macedonia of 18%, in comparison with the previous year. But analyzed separately period by period, the first period has 8%, the second 23%, the third 21%. The extreme values in 2007 and 2008 can be translated as normal, because of the low level of the total policy premium from the previous period, the under developed life insurance market and the entrance of new life insurance companies.

STATES OF THE LIFE INSURANCE IN THE REPUBLIC OF MACEDONIA

For the needs of this paper, and in order to prove the theses that are set, we were guided by a combination of methods (cabinet approach, comparative, generalization etc.) considering relevant data from the Agency for supervision of the insurance⁴ and the National Insurance Bureau⁵. Because the topic is a matter that is not enough elaborated in our spoken area, as well as wider, and because it is concerned with innovative procedures, processes, ways that would reflect in the future, we had to use a combined method of analyses of the real condition of the market in the past and in the presence, in order to make a cross-section of the real picture of the life insurance in The Republic of Macedonia and to discover the contemplations about the perspectives of the life insurance in The Republic of Macedonia. The first part consisted of analyzes of relevant data that are available to the public and analyses of the use of the contemporary tools used by the life insurance companies (analyzes of the electronic tools of the life insurance companies, use of the social media, promotion of innovative products etc.) and the second part, which had to be done by using a questionnaire in order to get answers considering the perspectives, and which was designed for the managers of the companies which represent the driving force of the strategies

⁴The Agency for the supervision of the insurance was founded in 2009 as an independent regulative body with competence and authorizations to take care of the legal and effective functioning of the insurance market, in order to protect the rights of the insured people and the users of the insurance services. One of the basic principles of the Agency is: Transparency-Placement of quality information on the insurance market as well as providing on time information considering the needs of the participants and the users of the insurance services.

⁵The National Insurance Bureau was founded in 1993 by the insurance companies in The Republic of Macedonia, and it is responsible for issuing a Bulletin in accordance with the statute acts considering the activities of the insurance companies in The Republic of Macedonia.

and the politics which could be implemented in the future or are already implemented nowadays.

In the following chart we can see what is mostly used by life insurance companies in the area of Internet and IT tools in order to achieve greater accessibility and approximation to the new generation of consumers.

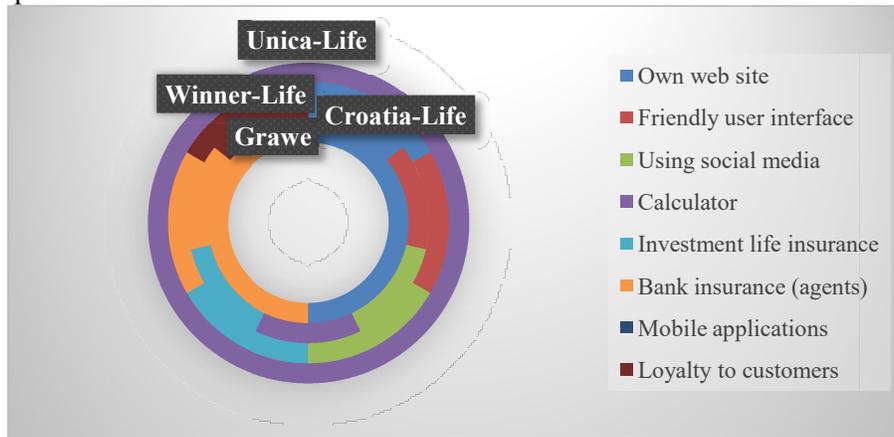
	Grawe	Croatia-Life	Winner-Life	Unica-Life
Own web site	YES	YES	YES	NO
Friendly user interface	NO	YES	YES	NO
Using social media	NO	YES	YES	NO
Calculator	NO	YES	NO	YES
Investment life insurance	NO	YES	YES	NO
Bank insurance (agents)	YES	YES	YES	NO
Mobile applications	NO	NO	NO	NO
Loyalty to customers	NO	YES	YES	NO

Table 2: Analysis of the life insurance companies' websites

The received results state that only one company is thoroughly (there is no mobile application) in trend with the newest technological achievements and ways to approach the potential and current users. It is an appalling fact that even 50% of the companies do not use the social media as a mean to approach the users and there is no company that has a mobile application as a way to be approached. Using new types of products (investment life insurance) is 50% and the important thing is as well the loyalty towards the customers which is one of the significant tools to satisfy and keep the already existing clients and offer exclusivity to new clients. The condition regarding the outmoded politics, whether to have a separate web site or not and if you have what type does it have to be is bad, because one company does not have its own separate site, but it uses the sites of nonlife insurance companies despite the fact that they are two separate legal entities on the Macedonian life insurance market. Half of the companies use a friendly interface⁶ on their web pages, and the rest of them are

⁶Friendly interface on a web page- program adjustment for customers to use it easily. In the process of adjustment, the facts that should be taken into consideration are to be: simple,

unclear and hard to understand. The following picture shows graphical implementation of these tools:



Graph 4: Analysis of the life insurance companies' websites

Looking deeply into the analyses of the implementation of the social media as the main driving force for approaching the customers in the past 5 years, as well as a tool that is used by 89% of Y and Z generations⁷ we will notice that only one company uses more than one social network and only one company regularly posts information on these media. On the following chart we can see which these media are, the popularity of the companies (through followers on the social media) and updating.

	Croatia-Life	Winner-Life
	Facebook	Facebook
Followers	6001	3975
Updating	Regularly	Periodically
	Twitter	
Followers	70	

organized, intuitive and secure. More: <https://techterms.com/definition/user-friendly>, access: 10.11.2017.

⁷Insurance trends and growth opportunities for Poland, Sopot annual conference, McKinsey & Company, May 7th, 2015.

Updating	Periodically	
	Instagram	
Followers	1294	
Updating	Regularly	

Table 3: Usage, popularity and social media updates on life insurance companies in the Republic of Macedonia for 2017.

In the text that follows we can see the external channels for distribution used by the life insurance companies which is a very important segment in the contemporary trends.

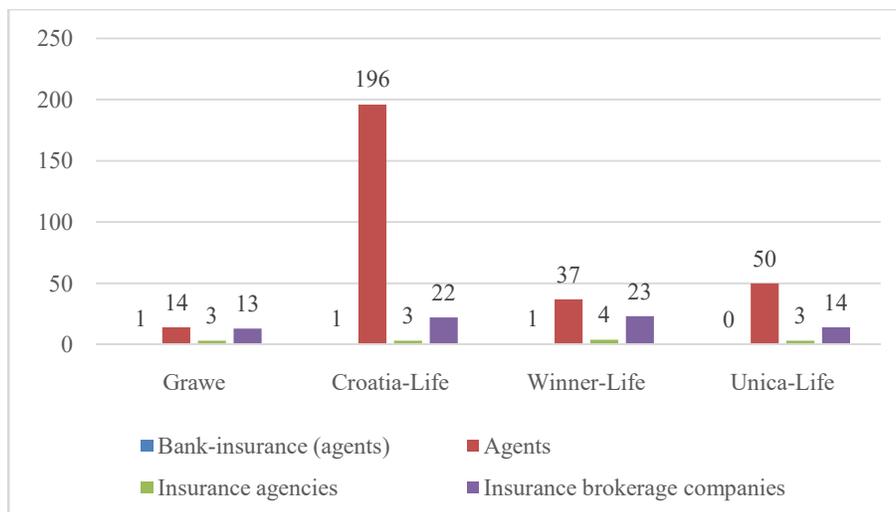


Chart 5: External distribution channels of the Lifeinsurance companies in the Republic of Macedonia

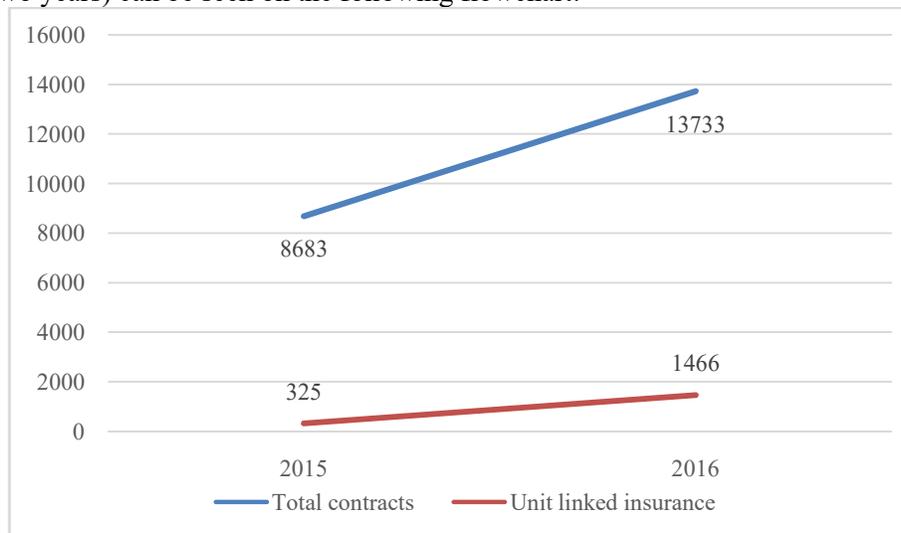
From the flowchart we can see that only one company does not cooperate with a distribution bank for its products, but also in the other three companies the cooperation with the banks that is to say the bank insurance is reduced only to representation of the life insurance companies, but it does not include consolidation and acquisition. From the deeper analyses we can notice that the cooperation of the larger number of the life insurance companies with the banks

is reduced only to cooperation through the ownership structure in other words the connections that they have with the parent company⁸.

	Bank-insurance (agents)	The beginning of the collaboration
Grawe	Ohridska Banka	2012
Croatia-Life	NLB Banka	2015
Winner-Life	Sparkasse Bank	2015
Unica-Life	NO	NO

Table 4: Representation of insurance brokerage banks

When discussing the frames of novelty and adjustment of the products, the transition from the traditional to modern, has contributed to the fact that life insurance companies have introduced new products, such as life insurance when the investment risk falls on the insured, internationally known as unit linked insurance. In the Republic of Macedonia, the sale of this type of insurance started in 2015 by one insurance company. The trend although is very low (only two years) can be seen on the following flowchart:



⁸We must mention that the ownership structure of the life insurance companies in The Republic of Macedonia is 100% foreign.

Chart 6: A review of new types of life insurance in comparison with the total number of concluded contracts

From the flowchart we can notice that the increase of the life insurance contracts is 58%, but the increase of the contracts for unit linked insurance is increased to 451%. Although there is a great increase of this type of insurance, there is no change in relation to the participation in the frames of the overall types of life insurances. The greatest part of the life insurances belongs to the traditional life insurance (mixed insurance) with participation of 73.82%, then the following one is insurance of life in case of a certain circumstance with 8.27%, risk insurance with 5.56%, life insurance when the investment risk falls on the insured person with 4.45% and the additional life insurance with 7.89%⁹.

During the analyses of the available data and information from the life insurance companies, and also taking into the consideration the nature of the problem that is set in this paper, we faced the lack of information considering the factors, the influence of the trends and the use or the planning of the activities in regard to the contemporary trends. In that direction a structural open questionnaire is made targeting all those four life insurance companies where multiple choice questions are given in order to determine the intensity of the occurrences (factors). The measurement of the intensity of the occurrences that were subject of this research was made by using the Liker's ladder and our goal was to get results considering the characteristics of the subject that was researched that influence the goals of the research in this paper. We agreed that the intensity, in other words the degree of influence of these factors should be given by people from the higher management of the life insurance companies, and because of that reason a questionnaire was sent through electronic mail to the management of the companies, which proved to be a negative way of distribution¹⁰. Because of that reason we had to use another approach for collecting data through direct interviews of the people from the life insurance companies' management, using the same questionnaire, which proved to be a way to collect 100% of the answers from the questionnaire¹¹.

From the answers given in the questionnaire the following answers were received:

⁹The annual report considering the situation and the movement on the insurance market in The Republic of Macedonia in 2016.

¹⁰Sent in August 2017 with zero received answers

¹¹The Questionnaire is in the Attachment 1.

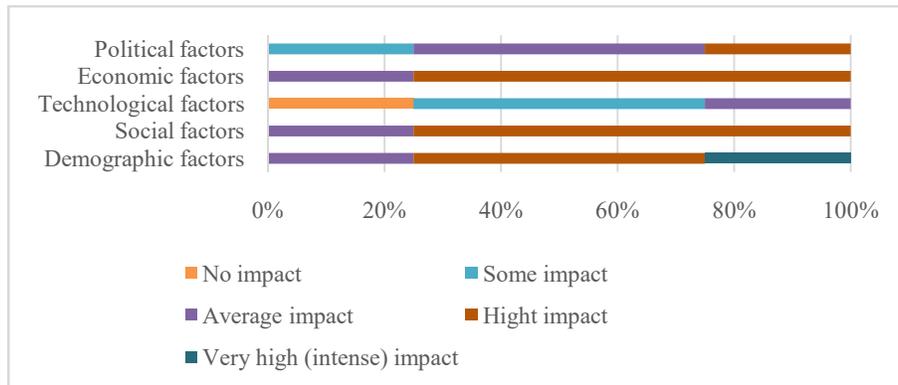


Chart 7: Which determinants are most influenced by decisions to purchase life insurance

From the flowchart we can draw a conclusion that the greatest influence for buying life insurance in The Republic of Macedonia have the demographic factors, then the economic and social factors, then follow the political factors and at the end are the technological. These are opinions given by the managements of the life insurance companies and how they anticipate these factors. Maybe the shortage of analyses on the market in other words the vastness of the life insurance in The Republic of Macedonia and the influence that these turbulent periods of transition from the 90s have and the political instability in the last years added to the large percent of unemployment contributes to have such results. But the accent should not be put on the past, because the life insurance refers to the future and the trends and the needs of the new generations should be followed. It is a defeating fact that technological factors are last on the ladder of influence, and that is not anticipated that the development of the technology contributes for a greater accessibility to the information important for making a solid decision nowadays concerning the future.

The life insurance companies proliferate on the market through their sale network and the number of contracts sold, but the trends change, and traditional products slowly become old fashioned, although in these conditions in Macedonia they cover 95% of the portfolio. In the following flowchart the opinions considering the trends are shown which influence the decision making in the process of creation of new life insurance products.

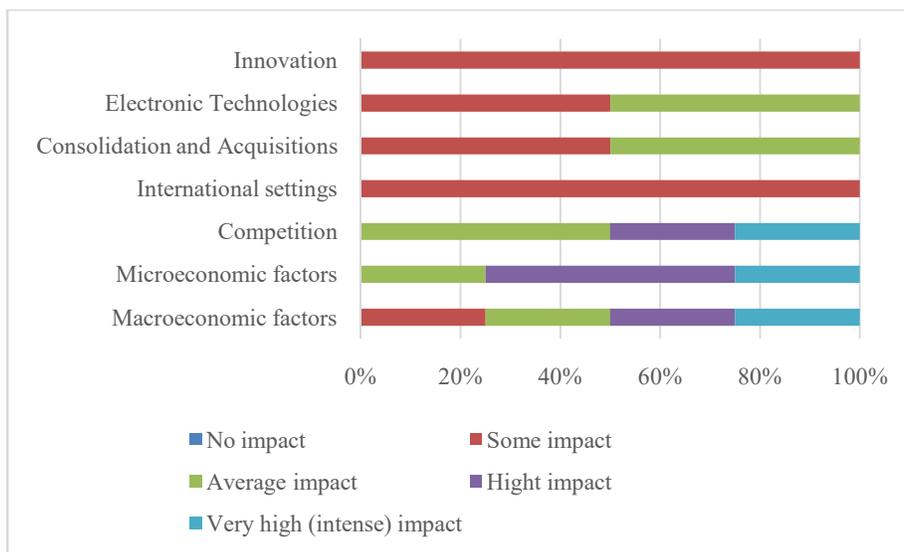


Chart 8: Trends in impact on decisions to create new life insurance products

From the flowchart we can see that the greatest influence has the macroeconomic and microeconomic trends in the direction of reaching a decision considering the new types of products. The lowest influence comes from innovations and international adjustments and an average influence have the electronic technologies, consolidation and the acquisition. These results maybe are as a consequence of already mentioned reasons (microeconomic instability), but also the ones that we have from outside, although in the greatest extend we do not have large external turbulences on the life insurance market which would have influence on national level, but taking into the consideration the ownership structure of a thoroughly foreign capital, the concern may be understandable or the influence that the parent institutions have. The average influence of the innovations is defeating, because they are the driving force of the contemporary trends in the everyday living, but because of the small market and the limited possibilities, perhaps it represents a burden to think in that direction, on the other hand it also may be a challenge to penetrate better on the Macedonian market with innovative life insurance products. The positive influence also comes from the competition which shows the stability and the solid competition on the life insurance market in the past years, and also

following the trends using new modern life insurance products. In 2015 only one company Wiener life put into circulation unit-link insurance, and the following year, 2016, the example was followed by one more life insurance company. It is not taken into consideration whether one factor has influence or not if the companies are passive observers of the conditions. The larger companies and the companies that seriously want to be leaders in their areas are active driving forces of the changes, conditions or the movements. Because of that the following set of questions shows us the trends that are used by the life insurance companies in The Republic of Macedonia.

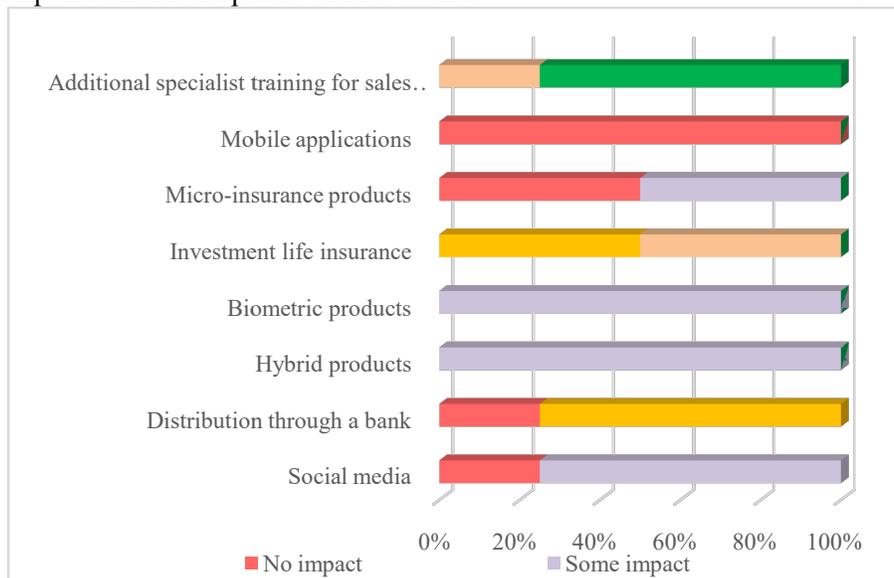


Chart 9: Trends for the promotion of life insurance sales

From the flowchart, as it was expected¹², the following data was received: the greatest trends are promotion of the sale staff and the investment life insurance; an average are the distribution through the banks; and under average and without any influence are the mobile applications, micro insurances, social media, biometric products and hybrid products. The promotion of the sale personal may not be in accordance with the world trends considering the improvement such as

¹²From the analyses of the reports and the web sites of the life insurance companies (first part of this unit).

specialization of particular target groups, but it is reduced to improvement of the sale capacities because of the larger entrance and exit of such sale staff and the conditions that are offered by the life insurance companies, but for that we need a further and other analyses. In regard to the investment life insurance, the results are expected from two insurance companies and from the other two the following of the condition of this new type of life insurance contracts. For the social media the situation is obvious because of not noticing (not yet) the gains coming from these types of media (only one company is present on more than one social media, the other two are not present at all). The rest of the trends maybe still unknown, maybe are challenges and the Macedonian life insurance companies experience them unready. Because of the uncertainty of the answers given by the parties that were giving the interview, and from our opinion we can conclude that they should be an incentive for contemplation and way of adjustment of the working habits, and also of the habits of the customers, for whom these habits are everyday living.

PERSPECTIVES OF THE LIFE INSURANCE IN THE REPUBLIC OF MACEDONIA

It is said that the Internet will be for the services the same thing as the production line is for the goods. What meaning does it have for the insurance? Some experts pronounced the internet as a final solution for the distribution problems in the area of insurance, but that do not apply for Macedonia. That simple answer can hardly be far from the truth, because it covers only a small part of the question. Yes, the internet will become a strong distributive channel for simpler products, but nobody should underestimate the power of the agent or the canceller. Finally, the clients will always be the ones that would select the distribution. In the world of internet nobody can own a client. The client has knowledge. As far as the distribution through internet is concerned, there are many unanswered questions: How to deal with the channel conflict? How to prevent erosion of the margins? And the most fundamental one, if you build a web page, will the clients find it and buy from it? The good news for the internet is that its real power is as driving force for complex business models which integrate all the ways of distribution, and as well as a way of easing the direct processing of the policies and the management of the claims and as reducer of expenses made during the process of supply. The business expenses will drop dramatically; for example, the group for financial services AXA estimates that

the expenses for management of the policies will be reduced by 98%. All the global main insurance companies spend billions of dollars for their strategies connected with the e-business.

The winners will be the ones that will compose their expenses in the most effective way. As Bill gates says, “we always overestimate the change that will occur in the next two years and underestimate the change that will occur in the following ten years”.

For most of the insurances, the priority should be by using the Internet first to examine the business processes, and second to improve the already existing distributive channels. Only then, after that, the process should be used for creation of new models for distribution. The traditional insurances with big, mostly half of the time, agency forces, are facing challenges in the process of improvement of the channels, but also have a lot to gain. More professional and more productive agency force will be a logical outcome for the life insurance companies which adopt modern internet-business-models.

Although the regulators and the unreadiness of the clients may limit the sale over the borders, the national borders are already becoming less and less important as the result of the use of the internet. The management of the claims, the administration of the policies, the accounting and the overtaking of the risk are appropriate for movement.

The second element that should be taken into consideration is the human resources. The most important element for the success of every business is the people. The insurance industry depends on talented, able, credible and well-trained people to make good business decisions, to lead operative efficiency, to improve the value of the relations with the customers and to act upon new possibilities. However, demographic trends in the following 10 to 15 years indicate the narrowing of the offer of qualified young workers in the developed world. Traditionally, the insurance industry can attract the workers by offering continuous, predictable path for their career, stable working conditions and competent compensation.

More and more these types of stimulations themselves motivate the next generations of talented workers less and less.

The relation between the people and the technology is one of the key driving forces for strengthening of the working force of the next generation. That is the question that the insurances should consider while setting their organizations for fulfilling the challenges that they are facing. Some of the questions include the following:

- Attracting young talents;
- Motivating the employees in their career;
- Providing free transfer of knowledge and;
- Improving the production through simplifying the IT environment.

The telecommunications and mobile computers offer good solutions in order to help the employees in their career, for them to manage their job in other words home balance of the life. In certain cases, the claims for balancing may limit the type of information that the insurers may receive outside the office, because of the safe keeping of the documents and the security rules. Long distance working, also, asks for certain training on the behalf of the workers and the managers, because the skills and discipline needed for working from home are different from the approach that is used in the offices in the living environment. However, the dedication to the practices and the technologies that alleviate the balance work/home life will be a great advantage for the insurers who would like to keep the pleasure and the motivation of their succeeding generation of leaders.

One promising approach towards the keeping of the knowledge, which also helps in the process of recruiting and the development of younger workers, is the mentorship. Although the companies based on knowledge, such as consulting firms and the organizations for professional services, led the path in this area, mentoring programs are main in many industries- including the insurance as well.

FINAL COMPREHENSION

The meaning and the importance that the life insurance have over the society and the people (insured people) contributes to the fact that more studious and more critical approach is needed considering the influence of the contemporary trends, which through the prism of periodicity may influence the decision-making processes for pre-structuring and adjustment of the life insurance companies. This paper will contribute the contemplative-theoretical filling of the attitudes towards the contemporary trends as a condition for growth of the life insurance companies.

Life insurance may be arranged in accordance with the needs of the insured person and his financial abilities in which case he can choose among the various options that are available for the potential customers.

Life insurance plays a great role in the economy of the country. It owns a large capital confided to them by the insured people, which is an economic need in

every society, and also a compensation for the damages that had occurred, which on the other hand excludes the stoppage in the production. The capital of the life insurance companies can be used also as a mean that is placed on the equity market, which contributes the development of the whole financial system in one country.

The defining, the determination, the meaning of life insurance is not enough to determine the role and the place of these type of insurances in the overall society, economic and social aspect in one country. The conditioning of the life insurance made by particular factors determines the reason for growth or fall, development or stagnation of the life insurance in one economy.

The specifics of the life insurance contributed in the process of grouping the factors which are conditions for its growth and development into five groups: demographic, social, technological, economic and political. Such division of the factors gives us a wider picture of the influences that condition the life insurance, but also which factors can be used as a starting point in the planning of the strategies and the growth, using the challenges (trends) of the contemporary modern environment.

In 2016, in The Republic of Macedonia life insurance is achieved through four life insurance companies. The participation of the life insurance in the overall insurances in The Republic of Macedonia in the analyzed period moves from insignificant in the first period with only 2% from the total insurances, average 4.4% in the second period and 12.5% in the third period.

Because the topic is a subject that is not developed enough in our spoken area, and also wider, and because of the innovative procedures, processes, ways that would reflect in the future, we had to use a combined method of analyses of the real condition of the market in the past and in the presence, in order to make a cross section of the real picture of the life insurance in The Republic of Macedonia and to express the opinions considering the life insurance perspectives in The Republic of Macedonia. The first part of the received results is an analyses of the relevant data available to the public and analyses of the use of the contemporary tools from the life insurance companies (analyses of the electronic tools of the life insurance companies, the use of social media, promotion of innovative products etc.) and the second part, through a questionnaire we received answers considering the perspectives of the managers of the companies who represent a driving force of the strategies and the politics which they will implement in the future or are already using them nowadays.

The results reflect the reality of the life insurance market in The Republic of Macedonia. With four life insurance companies and passive spectators of the contemporary trends, it may not look as some positive perspective. But the increased intensity in the last years, and the instable economic and political environment, contributes to having an increase in life insurances, satisfactory for everyone. The gradual stabilization on micro and macro-economic factors, noticing the need for additional selling channels and the starting of use of the investment life insurance are perspectives that are followed by the competition (as a positive signal) and tries to make adjustments to the new conditions which do not occur as a consequence of the needs of the customers, but are trends in the wider surrounding. The use of the modern IT tools (internet, social media and mobile applications) is insignificant, but it is a step that should be expected in the period that follows, in the modernization and adjustment of the life insurance programs in accordance with the customer needs (the new Y and Z generations).

The trends are directions and good practices which the management of the life insurance companies we hope will start to use or we need to be sure about that because of the influence of the parent companies from which they originate. Of great advantage for the Macedonian society is to try with all its forces to change the way of perception of the life insurance, from unreachable, unknown, complicated and expensive for the people, into available, known, simple investment for secure and carefree concept. This concept also gives the recommendations and the perspectives of the life insurance, which in greatest extent accept the contemporary trends, slowly but surely. With the results from this paper, additional questions arose, which in the future, should be for sure treated by the scientific public, because of the live nature of the material that is subject to it. And the results themselves will give a small contribution to the scientific and the broader public considering the matter of the contemporary trends as a condition for the growth of life insurance. The Republic of Macedonia as a small market of life insurance must not ignore the modern trends, but to initiate the novelty, maybe at least to be the best follower of the contemporary trends because of the fact that the population in The Republic of Macedonia is not immune to the greatest phenomena of the present day, and that is the globalization.

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