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RELATIONSHIP BETWEEN DIGITAL MATURITY AND EFFICIENCY OF CROATIAN NON-LIFE INSURERS

Abstract:

In line with the general process of digitalisation and changing customers' needs, insurance companies have increasingly applied digital technology in their business. Among other advantages, digital transformation, as an innovation of business processes, insurance products and services, can potentially enhance insurance companies' efficiency. However, although insurers' efficiency has been analysed from various aspects, studies on the impact of digital maturity on efficiency have been scarce. Therefore, the main aim of this research is to analyse the relationship between the achieved level of insurers' digital transformation or digital maturity and their efficiency. The empirical research is based on data collected from Croatian non-life insurance companies.

Keywords:

Digital transformation and maturity, efficiency, Croatian non-life insurance companies