

## INFORMATION PROVISION FOR THE INSURANCE MANAGEMENT

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The purpose of the article is to reveal features of information support for the management of the insurer's activities and determine directions for the optimization of information support for the system of insurance management.

The article is devoted to revealing the essence of information support in the system of management of insurance activity. It is noted that the efficiency of the management system of activities of an insurance company considerably depends on the organization of the collection, processing, distribution of information for the purpose of providing a process of making efficient decisions by the insurer. The study of views of scholars on information allowed the authors to conclude that information of the field of insurance can be divided into several components, namely: facts, estimations, forecasts, generalized relations, and confidential information.

For the purpose of a detailed study of the essence of information support for insurance management, there is determined a specifics of the process of information preparation to be used in the system of insurance management and basic requirements to the quality of information used in the process of insurance management. A classification of the main information sources for the purposes of management into internal informa-

tion systems and external information systems is given.

Having analysed the main provisions on the presence of external information sources and sources peculiar to a certain internal environment of the insurance company, the authors proposed a model of interaction of the insurer and information environment in the process of management of insurance activity.

In the modern conditions of economic instability, insufficiently developed systems of information support for the insurance management limit the efficacy of this process and allow using efficiently various information sources when making important managerial decisions by the insurer. For this very reason, to solve this problem, the authors substantiated theoretical developments on information support for the system of insurance management, namely, they proposed a typical algorithm of information support for the system of insurance management.

It is noted that modern information support for the insurance management also has to include a forecasting component. Forecasts shall be count as strategic information that underlies effective insurance management. Given this, there are generalized and elaborated the main tasks of forecasting in the system of insurance management.