

FEATURES OF INVESTING ACTIVITIES OF INSURANCE COMPANIES

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The article is devoted to a problem of investing activities of insurance companies in Ukraine. Modern economic development conditions significantly affect the performance of domestic insurance companies and force to find additional sources of income. Investing activity serves as the important component that allows getting additional revenue for the successful implementation of the main activities of the insurer. So investing activity is very important for domestic insurers.

The purpose of this article is to study the basic rules for the investing activity of insurance companies and its features, because there is a lack of information in the process of study of a problem, and domestic and foreign researchers' ideas differ a lot and have a questionable manner.

The analytical methods are used in the article. Due to them we investigated the theoretical base of the investing activity concept and its features.

The main directions of investing policy of insurance companies are described in this article. Domestic legislation is analysed in the field of investment. The main sources of insurance investing activity – own and borrowed funds and their structure are analysed. Basic instruments of investment for insurance companies, which were identified by domestic legislation, are described.

Top list of 10 Ukrainian insurance companies by the size of insurance reserves are also presented.

A particular attention is given to indicators of insurance market in Ukraine for the last 6 years. There is also a tendency of parameters' change, which indicates the presence of a qualitative shift in the market.

The largest attention is paid to the research of insurers' activities as institutional investors in the insurance market. For the analysis of the main areas of investment of domestic insurance companies the structure of their assets is considered in details. This study showed that investment in securities, including shares ranks first, dominate in the structure of investment in Ukrainian insurance companies.

There are also directions of investment in insurance companies of foreign countries in this article. The main reasons of insufficient investment of Ukrainian insurers are also defined.

The main obstacles of the effective implementation of the investing policy of insurance companies are restraining factors, the dynamics of which is presented in the article.

Conclusions are made about the necessity of working to overcome the existing problems in the domestic market and creating favourable conditions for investing activities of insurers.