An investigation into human resource practices as determinants of effectiveness in the management of insurance companies

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Abstract:
The role of insurance companies in creating jobs and generating economic growth in Kenya cannot be underestimated. Being a service industry, the insurance sector cannot escape from the fast changing trends where the service industry has become one of the fastest growing sectors. Trends in the management of the service industry are also fast changing and customer care is receiving a lot of attention. The human resources are now more than ever the most important assets that an organization has. How the human resources are sourced, selected, motivated, evaluated, developed and retained is very much a determinant of the organizations position in terms of competitive advantage over its rivals and also in terms of how the human resources perform. This study explores the place of human resources in enhancing effectiveness in the management of insurance companies. Apparently, very little research has been carried out in Kenya. The study will therefore form a basis for future researchers addressing the issue of effectiveness in management in this sector. The study draws samples from the city of Nairobi because the area is more open to research, as it is the concentration centre for most insurance companies in Kenya.