

Sorawan Katarat 2008: Factors Affecting Job Duration in Insurance Business. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Supriya Kuandachakupt, Ph.D. 110 pages.

The purpose of this thesis is to study the working structure of life insurance agents and to describe factors affecting job duration in insurance business. Primary data selected by random sampling method were used, survey was conducted from January to February 2008. The multiple regression model was used to analyse 400 samples from life insurance agents around Thailand who got a license from Office of Insurance Commission. This was a case study of one life insurance company.

A person who is able to be an agent must be in legal age, not insane, not under imprisonment, and not entitle to bankruptcy. In addition, the agent has to pass an examination and get a license from Office of Insurance Commission. Furthermore, it is not limited in education level, sex, age and opens to handicap. The life insurance company sets regulations on promotion and career path for its agent. The agent's incomes mainly are commission based on their performance and team commission. Other company benefits are included.

The results show that there are several factors affecting job duration: income, number of approval policy, sum insured amount, gender, and tertiary education level and above and full-time agents. Furthermore, age level also has an influence in the agent's job duration.

It is found that finding a new customer is the major problem due to high competition in the industry. The study recommends That life insurance agents should be trained to improve and develop their strategies in presenting the policy package that meets customer's different needs.

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