

ABSTRACT

Thesis Title : Liberalization of Trade in Services: Impact on Thai
Non-Life Insurance Business

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Major : Political Science

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This research's main objective is to study the impact of liberalization of trade in services on Thai non-life insurance businesses, Thai people, agents, brokers, Thai economy and society.

The methodology used this research is documentary and qualitative research approach with descriptive analysis. Most of information are collected from libraries of universities, Thai government organizations such as Department of Insurance, Department of Business Economics, Thai and foreign journals as well as newspapers. The purpose of the research is to explain the present situation of the liberalization impacts on Thai non-life insurance businesses as well as to forecasting their future.

This research finds that after the liberalisation the insurance businesses will have to compete strongly in domestic market share, especially the thirteen new insurance companies to be opened. This will lead to higher competition in management cost in staffs, agents and brokers. Therefore Thai non-life insurance companies should prepare to adapt their potential in order to survive within such high competition. Besides, Thai government criteria in the

liberalization policy should be done step by step since it might help the domestic businesses in related fields to prepare readiness and strength to compete with foreign businesses in the future.

In order to strengthen the insurance businesses, the companies must develop the following factors: (1) human resources. (2) servicing in business for customers. (3) creating new products. (such as the new liability, new technology.) (4) the new market share.

Lastly, such development and competition will offer advantage to customers who will be able to benefit from better services, premium as well as quality of products.