

Damian Gajda - "The role of the commercial insurance in risk management in small and medium – sized enterprises in Poland"

Abstract

The main purpose of the dissertation was to gain knowledge about the functioning of the risk management process in small and medium enterprises and the role of insurance in this process. In the dissertation evaluated the use of insurance by small and medium-sized enterprises in Poland and the insurance awareness of entrepreneurs, as well as the main reasons for not using or using insurance protection and the criteria for selecting an insurance offer. Based on data analysis from an annual survey carried out between 2007-2014 on a representative group of small and medium-sized enterprises, identified the directions of changes, the main determinants and barriers to the development of insurance in the SMEs. Moreover, in order to verify the results of previous research and knowledge about the role of insurance in risk management in small and medium-sized enterprises in Poland, the own survey research has been designed and carried out. The results obtained of the survey allowed to examine the relationship between the level of insurance protection, insurance awareness of entrepreneurs and the role of insurance in the risk management process in the enterprise.

The analysis of collected data indicated the limited importance of risk management in the SMEs and the lack of awareness of many types of risk among entrepreneurs, which in turn led to its ignoring by entities taking part in the survey. Lack of proper identification and risk assessment in the conducted business activity often lead to using only basic insurance products in the enterprises. In the vast majority of enterprises taking part in the survey, risk management is intuitive and is based to a large extent on the knowledge and experience of the person managing the enterprise. Especially in the many small enterprises, there was often a lack of people responsible for risk identification and assessment, and many types of risk were considered irrelevant. Even in the case of medium-sized enterprises, the risk management process was rarely formalized and procedures for managing particular types of risk were not usually determined. However, it should be notice that in enterprises from the SME sector, there are also those for whom the risk management process is important. In these enterprises, identification and analysis of many types of risk takes place, activities aimed at risk control carried out and insurance performs an important role in the business. However, this applies to a small group of enterprises that does not significantly affect the entire SME sector in Poland.