



News Release

2018 SHIN RESEARCH EXCELLENCE AWARD RECIPIENTS ANNOUNCED

ZURICH, Switzerland, and NEW YORK, NY, May 2, 2018 – The Geneva Association and the International Insurance Society (IIS) have announced the 2018 recipient of their collaborative insurance research program, the Shin Research Excellence Awards.

Following a comprehensive review led by The Geneva Association and IIS, a research team of Alexander Bohnert and Albrecht Fritzsche of University of Erlangen-Nuremberg; and Shirley Gregor of Australian National University, will receive the award for their research '*Digital Agendas in the Insurance Industry: The Importance of Comprehensive Approaches*'.

The winning research highlights that insurance companies should not adopt digital technologies only for specific application cases. Instead, companies need to think more strategically about digitization and acknowledge its transformative effect on their overall business activities. The study shows how the concept of digital innovation can be applied to the insurance industry, and which subcategories of digital innovation need to be further outlined.

The Shin Research Excellence Awards program was established to promote practically-oriented, applied research in the field of insurance and risk management, addressing topics which directly influence business operations. The program, endowed by Kyobo Life Insurance Company and chaired by Blue Marble Microinsurance CEO, Dr. Joan Lamm-Tennant, fosters original research which is refereed by a panel of insurance experts and industry scholars.

The paper will be presented during the IIS Global Insurance Forum in Berlin, July 8th – 11th to more than 500 senior insurance leaders from around the world. It will also be published in *The Geneva Papers on Risk and Insurance* and distributed by the IIS and The Geneva Association.

Anna Maria D'Hulster, Secretary General of The Geneva Association said: "Digital technologies have started to fundamentally change our economy and society. As technology reduces information asymmetries in insurance markets, customers would be able to respond to the right risk signals, therefore reducing their risk and insurance premiums. The work of Mr. Bohnert, Mr. Fritzsche, and Mrs. Gregor sheds new light on our understanding of how digital technologies could underpin the insurance industry's contribution to societal resilience."

"The insurance industry is increasingly future focused, with the industry frontrunners developing digital agendas that embrace technology" said Mike Morrissey, IIS President and CEO. "This research goes a step further, making the case that those who capitalize on a holistic innovation strategy will gain transformational competitive advantage."

"The Shin Research program is designed to stimulate practical research that advances the industry" added Dr. Lamm-Tennant. "The 2018 Shin Research does just that, outlining actionable conclusions which leverage technology resulting in better results for insurers and the insured."

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About [International Insurance Society](#)

The IIS mission is to bring together all international stakeholders of the risk management and insurance industry, combining their knowledge to drive global industry growth and innovation. The IIS membership is diverse and inclusive, with members hailing from mature and emerging markets representing all sectors of the re/insurance industry, academics, regulators and policymakers. As a non-advocative organization, the IIS serves as a neutral platform for active collaboration and examination of issues that shape the future of the global insurance industry. It's signature annual event, the Global Insurance Forum, is considered the premier industry conference and is attended by 500+ insurance leaders from around the globe.

Founded in 1965, the IIS is a 501(c)3 not for profit organization based in New York, NY. IIS is an affiliate of The Institutes.

About [The Geneva Association](#)

The Geneva Association is the leading international insurance think tank for strategically important insurance and risk management issues. It is a unique platform for dialogue between leaders of the insurance industry and key decision-makers at the international and national levels to evidence the important social and economic role of the insurance industry.

The Geneva Association identifies fundamental trends and strategic issues where insurance plays a substantial role or which influence the insurance sector. Through the development of research programmes, regular publications and the organisation of international meetings, The Geneva Association serves as a catalyst for progress in the understanding of risk and insurance matters and acts as an information creator and disseminator.

The Geneva Association membership comprises a statutory maximum of 90 chief executive officers (CEOs) from the world's top insurance and reinsurance companies. It organises international expert networks and manages discussion platforms for senior insurance executives and specialists as well as policy-makers, regulators and multilateral organisations.

Established in 1973, The Geneva Association, officially the International Association for the Study of Insurance Economics, is based in Zurich, Switzerland and is a non-profit organisation funded by its membership.

www.genevaassociation.org

Accredited media has complimentary access to the IIS Global Insurance Forum Sessions – [register here](#).

For more information on [The Geneva Papers on Risk and Insurance—Issues and Practice](#), please [visit the journal homepage](#).

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