

**THE ROLE OF EFFECTIVE
MANAGEMENT IN INSURANCE INDUSTRY**

A STUDY OF NICON INSURANCE PLC

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ABSTRACT

This research project theme is on the role of effective Management in Insurance Industry. A Study of NICON Insurance Plc. The management of the company represents the administrative machinery of the company in achieving the efficient implementation of company's policies and programmes.

Unfortunately, these government companies organizations has over the years been criticized for being responsible for the inefficient implementation of the company's good intention. The idea thus implies that the administrative organisation responsible for its implementation is inefficient.

This research study in effect takes a critical analysis on militating factors that affect the performance level of this company and attempts some few suggestions which the researcher believes will improve their productivity.

From the definitions of management, it is quite evident that at times the emphasis on management is people, at other times it is the goals to be attained as well as the resources for attaining them. Yet at other times, the functions are emphasized in which case management will essentially be concerned with the use of available resources to attain a predetermined goal which therefore necessitates performing certain functions.