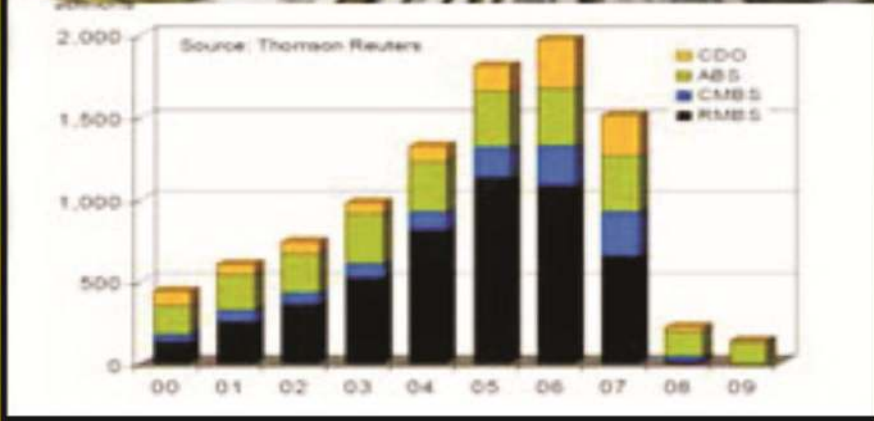


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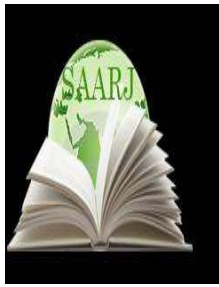
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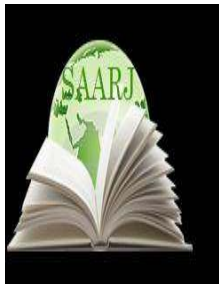


**SAARJ Journal on  
Banking & Insurance  
Research (SJBIR)**

(Double Blind Refereed & Reviewed International Journal)



SR. NO.	PARTICULAR	PAGE NO.	DOI NUMBER
1.	PERCEPTION OF PARTICLE SWARM OPTIMIZATION(PSO) ALGORITHM IN INSURANCE STRATEGIES  Hossein Niavand, Dr. R. Mahesh	4-10	10.5958/2319-1422.2018.00011.5
2.	STUDY THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN PRIVATE COMMERCIAL BANKS OF ETHIOPIA: THE CASE OF SELECTED PRIVATE COMMERCIAL BANKS AT DIRE DAWA ADMINISTRATION  Jonathan B. Dawit, Ubah Adem	11-18	10.5958/2319-1422.2018.00012.7
3.	A STUDY ON INNOVATIVE STRATEGIES TO GROWTH OF INDIAN HEALTH INSURANCE SECTOR  R. Ramamoorthy, Dr. S.A. Senthil Kumar	19-25	10.5958/2319-1422.2018.00013.9



# SAARJ Journal on Banking & Insurance Research (SJBIR)

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## PERCEPTION OF PARTICLE SWARM OPTIMIZATION (PSO) ALGORITHM IN INSURANCE STRATEGIES

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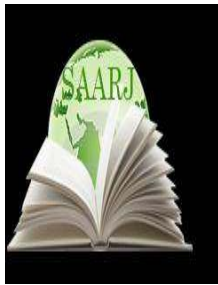
### ABSTRACT

*In the worldwide time, insurance rapidly a lot of tremendous development in our society. Due to the increased stress in day-to-day life, the growth of demand for insurance increased. Data mining helps insurance firms to discover useful patterns from the customer database direction of determining best strategies. Particle swarm optimization (PSO) is one of the tools in Data mining, PSO is a powerful new technology with great potential to help insurance firms focus on the most important information in the data they have collected about the behaviour of their customers and potential customers. The purpose of the paper aims to present how Particle Swarm Optimization (PSO) algorithm is used in the insurance strategies, how its techniques produce good results in the insurance sector and how data mining enhances in decision making using insurance data.*

**KEYWORDS:** *Data Mining, Particle Swarm Optimization (PSO) Algorithm, Insurance Strategies.*

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# SAARJ Journal on Banking & Insurance Research (SJBIR)

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## STUDY THE RELATIONSHIP BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN PRIVATE COMMERCIAL BANKS OF ETHIOPIA: THE CASE OF SELECTED PRIVATE COMMERCIAL BANKS AT DIRE DAWA ADMINISTRATION

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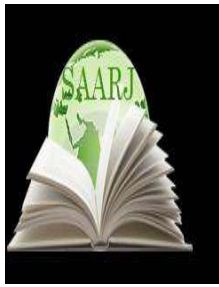
### ABSTRACT

*Customer satisfaction is important for the success of banks and financial institutes. The quality of service has become an aspect of customer satisfaction which transforms itself to a better performance. This study pursued to study the relationship between service quality dimensions and customer satisfaction in private commercial banks of Ethiopia. Tangibility, reliability, responsiveness, empathy, and assurance were considered as five dimensions of service quality (Parasuraman, Zeithmal, & Berry, 1985). A self-administered questionnaire with 5 point Likert scale has been used to collect the data from 375 sample customers of private commercial banks. Data has been analyzed by using SPSS-v23 software. The spearman correlation coefficient between service quality dimensions and customer satisfaction was varied between 0.587 and 0.751. Result of the study showed that tangibility, reliability, responsiveness, assurance and empathy had significant relationship with customer satisfaction.*

**KEY WORD:** Service Quality, Customer Satisfaction, Private Banks

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DOI NUMBER: **10.5958/2319-1422.2018.00013.9**

## A STUDY ON INNOVATIVE STRATEGIES TO GROWTH OF INDIAN HEALTH INSURANCE SECTOR

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### ABSTRACT

*The global economic recession caused by the misdeeds of investment banks such as Lehman Brothers, Goldman Sachs aided and abetted by insurance behemoths such as AIG led to the collapse of the investment banking industry in the US, failure of over 60 banks and financial markets meltdown. Due to the interlinked nature of the global economy and with many central banks and institutions across the world holding securities of the investment banks, the failure of investment banks led to panic across the world and huge losses. The crisis has led to great loss of investor wealth, huge job losses, loss of investor confidence, increased risk of counter party losses, steep decline in demand and exports. Economies across the world face a depressing in future in terms of GDP growth rates and trade losses. The Indian insurance industry has enjoying healthy growth rates and being one of the fastest growing insurance markets in the world is expected to be impacted by the global economic recession. The entry of many private companies has created a paradigm shift in health insurance marketing in India in terms of products, tariffs, customer service etc., and has been the prime cause of the upswing in the insurance market. Considering the fact that insurance penetration in the country is extremely low when compared to other developing countries it is imperative that the growth momentum is sustained. This paper explores the strategies that insurance companies can adopt in order to ensure that they continue to maintain high levels of growth of health insurance.*

**KEYWORDS:** *Health Insurance, Recession, Innovative Strategies.*



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