

**ONLINE INSURANCE - ROMANIA STUDY CASE**

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**ABSTRACT**

In the last years the e-commerce became more important than ever. Insurance industry has to join the trend and to offer online insurance products. This article analyzes the actual online insurance market in Romania and presents the advantages and disadvantages of such a selling channel. The problems observed in this particular market are very delicate because selling insurance is selling a promise. And when the promise goes online the things may be different than usual. The conclusion will be useful both for insurance companies and for potential clients

Keywords: *Insurance, online, strategy, petition*