



Illinois Wesleyan University
Digital Commons @ IWU

John Wesley Powell Student Research
Conference

2006, 17th Annual JWP Conference

Apr 8th, 10:00 AM - 11:00 AM

The Pricing Effects of European Union Insurance Liberalization on Italian Motor Insurance

Andy Heikes
Illinois Wesleyan University

Jin Park, Faculty Advisor
Illinois Wesleyan University

Follow this and additional works at: <https://digitalcommons.iwu.edu/jwprc>

Heikes, Andy and Park, Faculty Advisor, Jin, "The Pricing Effects of European Union Insurance Liberalization on Italian Motor Insurance" (2006). *John Wesley Powell Student Research Conference*. 3.

<https://digitalcommons.iwu.edu/jwprc/2006/oralpres6/3>

This Event is protected by copyright and/or related rights. It has been brought to you by Digital Commons @ IWU with permission from the rights-holder(s). You are free to use this material in any way that is permitted by the copyright and related rights legislation that applies to your use. For other uses you need to obtain permission from the rights-holder(s) directly, unless additional rights are indicated by a Creative Commons license in the record and/ or on the work itself. This material has been accepted for inclusion by faculty at Illinois Wesleyan University. For more information, please contact digitalcommons@iwu.edu.

©Copyright is owned by the author of this document.

Oral Presentation O6.3

**THE PRICING EFFECTS OF EUROPEAN UNION INSURANCE
LIBERALIZATION ON ITALIAN MOTOR INSURANCE**

Andy Heikes and Jin Park*

Business Administration Department, Illinois Wesleyan University

Shifting from a government-controlled system of motor insurance regulation to a market-based system has caused unexpected outcomes in Italy. Although there is more competition since deregulation occurred twelve years ago, the government has had mixed results attempting to continue to control the market. This presentation will examine how pricing deregulation on the European Union level has caused significant changes in the Italian market. Furthermore, it will seek to develop a national solution for regulation of auto insurance pricing within the United States using Italian experience. Regulation in the insurance industry in the United States has been a subject of debate for quite some time, and although there has been consensus among researchers on the need to change current regulations, agreement on changes to make has not been quite as simple. The recommendation of this study is to implement a system of federal supervision in pricing regulation, while allowing states to conduct day-to-day oversight.