YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

MASTER OF INSURANCE PROGRAMME

THE EFFECT OF CORE INSURANCE SYSTEM EFFICIENCY ON ORGANIZATIONAL PERFORMANCE IN LIFE INSURANCE COMPANY: A CASE STUDY OF ‘A’ LIFE INSURANCE MYANMAR

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MI II – 36

MI 2nd BATCH

FEBRUARY, 2026

ABSTRACT

In the life insurance industry, efficient information systems are essential for supporting operational activities, ensuring accurate data processing, and improving organizational performance. Despite the increasing adoption of core insurance systems, many insurance companies continue to face challenges related to system efficiency and performance outcomes. This study investigates the effect of core insurance system efficiency on operational performance at ‘A’ Life Insurance Myanmar, with a particular focus on the factors influencing system efficiency. A quantitative research approach was employed using a structured survey questionnaire administered to 100 core insurance system user employees at the head office in Yangon, selected through simple random sampling. The study examined ease of use, trust, perceived usefulness, and information quality as influencing factors of system efficiency, and analyzed the impact of system efficiency on organizational performance. The findings reveal that all influencing factors have positive correlation, with information quality and trust showing significant effects. The results further indicate that core insurance system efficiency has a strong and significant positive effect on organizational performance. These findings suggest that improving information quality, strengthening trust, and enhancing system efficiency can lead to better operational outcomes in life insurance companies. The study provides practical perspectives for management of ‘A’ Life Insurance to improve system effectiveness and supports informed decision making in the insurance industry.