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The Commercial Usage of Internet by Insurance Companies in Malaysia

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ABSTRACT

One of the characteristics of the new millennium is the increasing pace of change that has been brought about by the advent of Internet technologies, and it becomes another viable channel of delivery for the insurance industry.

The question is no longer whether the Internet will change the insurance marketplace. Rather, the focus is on how quickly the changes will occur, how the industry will be affected, and how insurance companies can best position themselves to take advantage of new e-commerce opportunities.

The primary motivation for this study comes from a lack of studies of commercial Internet usage by Malaysia's insurance companies. It is also to have a better understanding of the issues and problems the companies face before making changes to adopt the Internet as part of their business processes.

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