

No. 71, January 2015

Editorial

By Christophe Courbage⁺

I am delighted, once again, to present to you this new issue of the Insurance Economics Newsletter, which aims to stimulate, support and disseminate academic and professional research work in risk and insurance economics. This issue contributes to that aim by bringing you various sources of information and initiatives related to the field. It focuses on the theme of the human resources shortage and education in insurance through three contributions that complement each other nicely.

The first article investigates the significant factors as to why the new generation of students is reluctant to prioritise insurance as a profession. It finds that students are unaware of the underlying philosophy of the insurance business, its products and its vital role in the economic and social system. The lack of adequate research, education providers, and study materials is also among the key causes of students' reluctance to engage with the insurance profession. The second article suggests that one way to make insurance an attractive option for young generations is by focusing on what they want and need, i.e. the ability to innovate and use technology to improve people's daily lives. The third article summarises a report addressing education in the field of insurance and investigating the birth of collegiate RMI programmes in the 19th century and their development throughout the 20th century.

This newsletter furthermore presents various other activities organised or supported by The Geneva Association, among which are various calls for papers including for the Ernst-Myer Prize 2014, the World Risk and Insurance Congress and the joint EALE/Geneva Association seminar, as well other activities organised by external organisations in the field of insurance.

As a final note, I would like to take the opportunity, on behalf of The Geneva Association, to sincerely thank Achim Wambach for his invaluable contribution to *The Geneva Risk and Insurance Review*. Achim has been co-editor of this journal since January 2010 and he is being succeeded in this role by Nicolas Treich as of January 2015. Achim considerably contributed to heightening the recognition and quality of the journal. I wish him all the best in his future activities, and I wish you all a very happy New Year.

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