

# MANAGING KNOWLEDGE IN INSURANCE COMPANIES

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*ABSTRACT: Both public and private sector organizations are struggling with knowledge loss resulting from employee turnover. Moreover, costs of recruiting, of lost productivity and training to replace employees can reach huge values. Capturing knowledge inside an organization seems to be one of the main purposes of a knowledge management professional. In the insurance industry, trade secrets, confidential information and valuable ideas are part of the workforce knowledge. Recruiting, selecting, training and managing insurance agents constitute a real challenge for insurance companies all over the world, and a sensitive ethics-related issue is the case of insurance agents leaving their employer, in order to transfer to a competitor insurance company, while trying to take along as many clients as possible from the old employer.*

*Keywords: knowledge management, insurance companies, ethics*

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