Bibliography


L. Paige Fields, Donald R. Fraser and James W. Kolari “What’s different about Bancassurance? Evidence of wealth gains to banks and insurance companies” Texas A & M University, Department of Finance. February 2005.


Marianne Heymowski, ‘Selling over the Counter – How Bancassurance works’ The Risk Insights Cologne Re, Germany. May 2000

142


Farma, E.F What’s different about banks? Journal of Monetary Economics 15, 1985 pp29-36

Hoschka, T. C., Bancassurance in Europe (Macmillan, London) 1994

Lewis, M. Banking as insurance, in E.P,M. Gardner, ed., Chapter 13 The future of financial systems and services (St. Martin’s) 1990

Saunders, A., and I. Walter


Dr. Subodh Kumar and Ms. Vijay Laxmi Semalty 2005, “Bancassurance Some

Mintel International Ltd., “Bancassurance: Is the new high street banking model working?” February 2003

Focus Solutions Group “Enabling True multi-channel engagement for retail banking branch networks” Briefing Paper, 2003. 1-7

P.S. Sodhi, “Retail banking in the new flavour” IBA Bulletin 2004

M.B.N Rao “Bancassurance in India – challenges and opportunities” The Journal of Indian Institute of Banking and Finance 5 – 8 2005

D.V.S Sastry 2007 “Some thoughts on research in insurance” Asian Economic Review April – June 2007 Volume 49 No.1


Dr. P.S Shanmukham “Bancassurance – An International Perspective” The Journal of Indian Institute of Banking and Finance 18 - 26. 2005


Kerstin Berberich, Dipi.-Kfm., Dr. iur. “Bancassurance in Europe” Concept and
Market Overview. General & Cologne RE.

S M Padwal, R K Parchure (Editors) "Bancassurance in India". National Institute of Bank Management & National Insurance Academy compilation. 2000


Zhian Chen, Donghui Li, Fariborz Moshirian, Jianzhong Tan, “Does Bancassurance add value to banks? – evidence from mergers and acquisitions between European banks and insurance companies School of Banking and Finance, The University of New South Wales NSW 2052


Tapen Sinha 2005 “Bancassurance in India: who is typing the knot and why” Actuarial Research Conference Mexico October 2005

Tapen Sinha 2004 “An analysis of the evolution of Insurance in India” University of Mexico


Jeyaseelan, N “From micro credit to micro bancassurance” Indian Banker 1(8) Aug 2006 pp34-37

Chowdhury, Amitesh “Bancassurance - The most challenging insurance distribution channel with special reference to SB”, Management Accountant 39(3) March 2004 pp 204-207


Needham Life Insurers asked to explore non-traditional ways of Distribution in Face of Decline in Career Agents. Insurance Advocate March 2004


Glen Morgan “Problems of Integration and Differentiation in the Management of Bancassnrance” The Service Industries Journal, April 1994 Vol. 14, No. 2


Parihar, Rachana Bancassurance: challenges and opportunities in India, Insurance


Kumar, V V Ravi Bancassurance in India - an emerging concept, Insurance Chronicle 6(4) Apr 2006 pp 35-37


Graham Morris & R. Krishnamurthy, The emergence of alternative distribution in India 2004

S.V. Mony, “Current issues in Life Assurance” - Keynote address-IAOI CILA conference @ Pune, Aug 2, 2007

Pekka Korhonen, Lasse Koskinen, and Raimo Voutilainen*, “A customer view on the most preferred alliance structure between banks and insurance companies” Gabler Verlag 2006
BRIEFING PAPER – FOCUS SOLUTIONS GROUP OCTOBER 2003

RAY SOIFER

“Bancassurance: The Revolution that hasn’t come” Soifer Consulting LLC.

GRAHAM MORRIS

“Bancassurance in India – the seeds are sown” http://www.watsonwyatt.com/asia-pacific/pubs/apinsurance/showbackarticle.asp?articleID=13362

ANTONY BARTZOS UNU-INTECH


KATURI NAGESHWARA RAO: Banking – the new challenges Indian Financial Markets

BOBBY DUTTA: The regulatory framework

MANOJ KUMAR: “Bancassurance at India” article in the compilation on Bancassurance at India by the National Institute of Bank Management (NIBM) 2000
N Janardhana Rao: Indian Financial Markets – emerging scenario


Recent Research on insurance and banking alliances