

THE IMPACT OF THE GHANA STOCK EXCHANGE ON THE PERFORMANCE OF AN INSURANCE COMPANY IN GHANA

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ABSTRACT

This study was investigated based on a well-known insurance company in Ghana listed on the Ghana Stock Exchange. The general objective of this research is to determine the extent to which the Ghana Stock Exchange has influenced the performance of an Insurance Company. Statistical and mathematical tools were employed to bring out an extensive analysis of the data. This was done with the aid of regression analysis. In the general analysis the conclusion drawn is that the Ghana Stock Exchange has had a positive impact on the performance of the insurance Company, it was established that a positive relationship existed between the profit after tax of the insurance company and the stock price at the market, hence a positive impact. Among other recommendations, the study recommended that the Insurance Company should come together with the other well established insurance companies to hold discussion with government to enhance the collective base of insurance companies.