

Problems and Analysis of Accounting Information Disclosure in China's Insurance Industry

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Abstract: With the rise of insurance industry in China, the disclosure of accounting information exposed in the insurance industry has attracted more and more attention. Based on the main problems of insurance industry accounting information disclosure in China, this paper puts forward some effective measures to optimize and improve the fairness and authenticity of insurance information disclosure.

1. Introduction

The speed of social development is gradually accelerating, the community has invested more attention to the insurance industry. In recent years, China's insurance industry has entered a golden period of development, the current insurance industry in China still maintains a strong momentum of development, in the process of insurance industry development and growth, more and more problems have been exposed to the effective solution, so in order to effectively improve the quality of information processing, we need to establish a perfect accounting information security system, quickly improve the quality of accounting information management, check and adjust the invalid information, check and order the incomplete and unreliable insurance units and enterprises to rectify and rectify.

2. The Main Problems in Information Disclosure in China's Insurance Industry

2.1. There is a Problem of Inadequate Solvency Disclosure

At present, the insurance companies in our country are always facing the question of solvency, the government still has some problems in the solvency supervision of insurance companies, and the comprehensiveness and depth of the solvency supervision of insurance companies need to be improved. At present, the supervision of the solvency of insurance companies exists only routine supervision and quota control, and it is not clear whether the insurance companies have good solvency, so it is not possible to guarantee the interests and interests of insurance consumers in many cases.[1]In the process of supervising and disclosing the solvency of insurance companies in the relevant departments, the on-site investigation and the network investigation are generally the main ones, among which the case of on-site investigation and punishment occupies a large proportion, but the change of accounting information caused by the network investigation and off-site investigation and punishment is rarely able to give objective evaluation to the insurance industry, thus it has a more adverse effect on the reliability of information disclosure in the whole insurance industry.



Figure 1 Safety

2.2. The Level of Disclosure of Accounting Information Needs to be Improved

First of all, although the relevant administrative departments of our country have opened a certain degree of supervision and management of the insurance industry, but the supervision of the insurance industry such as what incidents and actions and corporate penalties, the relevant administrative departments have not been published to the public, so the information of the insurance industry has not been fully and in-depth disclosure, resulting in the public can not timely insight into the insurance company's product problems and business problems, directly led to the existence of a number of major problems of insurance companies continue to operate in the society, once these insurance products continue to sell will bring different degrees of damage to consumer rights and interests.[2]In addition, the sale of non-compliant insurance products will also have a different degree of industry impact on the legitimate products of other insurance companies, resulting in the unfair competition of the insurance market and the original balance of the insurance industry market within a time.



Figure 2 Structure

2.3. China Lacks Perfect Disclosure System of Insurance Industry

At present, the disclosure system of insurance industry in our country still needs to be perfected. Without the support of corresponding and effective supporting laws and regulations, the relevant departments in charge of supervising insurance enterprises can not achieve the problem of incomplete and opaque disclosure of accounting information in insurance industry.

2.4. There is a Selective Concealment Problem in the Disclosure of Information by an Insurance Company

Because there is a certain conflict of interest between the insurance company and the insured consumer, the insurance industry is driven by more interests, many insurance companies conceal

the information disclosure which may have a negative impact on their own interests, and then the insurance company always has an absolute advantage in the capital market, but the insured and the insured consumers will suffer economic losses to a certain extent, and they are always in the weak position of economic interests compared with the investors of insurance companies.[3]In addition, if the investors of insurance companies can not fully understand the operating conditions of insurance companies, the investment will also have a negative impact on their own investment benefits, so if they can not fully and transparently supervise the disclosure of accounting information of insurance companies, it will bring unbalanced regulatory results to the supervision of the insurance industry.



Figure 3 Environment

2.5. The Current Lack of a Scientific and Improved Regulatory Mechanism for the Operation of the Insurance Market

The current insurance industry is affected by the domestic and foreign environment, and needs to face more complex factors in the process of operation, so the insurance regulatory authorities need to face more severe and greater regulatory test. At present, it is the focus of the insurance supervision department to strengthen the control of the insurance industry market risk and effectively enhance the ability to prevent the risk, but there is a lack of strong supervision mechanism for the insurance industry operation and competition supervision, so it is still in the primary supervision stage of the insurance industry, and there are always problems of transparency, accuracy and comprehensive information disclosure in the insurance industry. Only perfect insurance market supervision mechanism can provide support and guarantee for the healthy development of insurance industry.

3. Strategies and Ways to Effectively Improve the Quality of Accounting Information Disclosure Management in China's Insurance Industry

3.1. Actively and Effectively Build a Mechanism for Supervision and Disclosure of Solvency of the Insurance Industry

At present, there are still many problems in the calculation of the solvency of the insurance industry in our country, and the solvency of the insurance company is often lost by using the single way of calculation. For example, the important index of the current evaluation insurance company should take the liability capacity as the important evaluation object, but the risk factors that should have been included in the evaluation should have been excluded, so the current insurance industry supervision is about the credit risk of the insurance enterprise and the risk of the insurance industry market and the change of the risk to control the weak ability, so if we want to obtain the effective improvement of the insurance industry accounting information disclosure ability, we can take the

following relevant measures: first, Increase the insurance industry to establish a sound asset management with construction, from the perspective of financial supervision to strengthen risk control, reasonable and scientific establishment of enterprise accounting assets processing system. Only by ensuring the strong operating ability of insurance enterprises can we always maintain the good financial situation of insurance enterprises, only in this way can we enhance the competitiveness and solvency of insurance companies, and ensure the seamless integration of insurance companies with the operation of market capital. All consumers and insurance regulatory authorities can obtain the company's true disclosure information in the first time; Second, the insurance industry has its own special characteristics and development law, so only actively formulate the new investment strategy and development direction, through multi-dimensional investment means and ways, effectively determine the way and combination of short-term and long-term liabilities of insurance enterprises, and then actively introduce corresponding effective supervision methods to ensure the supervision of insurance enterprises and the effect.

3.2. Actively Establish a Sound Mechanism for Disclosure of Accounting Information in the Insurance Industry

In view of the current situation of the supervision of the accounting information in the insurance industry in China, the following two measures can be taken in order to establish a perfect accounting information disclosure mechanism in the insurance industry: first, the local governments at all levels and the industry supervision departments need to speed up the construction of the accounting information disclosure mechanism in the insurance industry continuously, for example, actively stipulate the insurance enterprises to report the information supervision report according to the corresponding regulations, and effectively enhance the transparency and openness of the information through the disclosure of authoritative magazines and media, the ultimate purpose of which is to ensure that the accounting information already disclosed by the insurance industry has high accuracy and authenticity; Second, to strengthen the notification and disclosure of major accidents in the insurance industry, it is necessary for the society to fully understand the relevant products of insurance enterprises in the first time. In addition, it is necessary for insurance companies to report more information that can show the insured in a timely manner. At the same time, it is also helpful for insurance companies to form a more perfect accounting information system to enable policy-holders to understand the strength of insurance companies more truthfully and clearly.

3.3. Effectively Improve the Exit Management Mechanism of the Insurance Industry

Only by constantly improving the market exit process, methods and exit standards of the insurance industry, can we effectively reduce the management and management risks encountered by the insurance industry in operation while considering all aspects, so as to effectively link up the adverse competition pressure of the current insurance industry market, create a good business atmosphere for the insurance industry in our country, optimize the fairness, authenticity and openness of the insurance market information disclosure, and maintain the benign cycle and development of the market. The following specific measures can be taken: first, to continuously enhance the application of the means of law and security, and to improve the methods, boundaries and standards of the insurance industry, to provide insurance companies with a sound set of debt, asset management, bankruptcy, merger, termination of operations, rectification and takeover processes and various regulations and requirements; second, to completely eliminate the administrative style of work and effectively enhance the disclosure of various regulatory authorities; Third, actively build a sound insurance industry risk management and early warning system, quickly improve the insurance industry's ability to resist business risks, actively build a sound risk early warning system and accounting information disclosure system and management system.

4. Conclusion

In a word, only by actively facing the problems of accounting information disclosure in China's

insurance industry, can we actively solve the problems such as imperfect supervision mechanism of accounting information disclosure and information asymmetry. When we constantly improve and adjust these problems, we will promote the development of insurance industry and improve the development level of insurance industry. Only put forward the corresponding effective measures to the development of the insurance industry, which can guarantee the best interests of the insured and the justice and fairness of the development of the insurance industry.

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