

**The Accounting Indicators Ability to Evaluate the Performance of
Jordanian Insurance Companies: An Applied Study**

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ABSTRACT

This study aimed to figure out the ability of accounting ratios to evaluate the financial performance of the Jordanian insurance companies listed in Amman Stock Exchange Market. The current research study used the real data embodied in the financial statements for the period (2011-2015), to accomplish the aims of the study.

After the proper analysis of the collected data, the study concluded that, financial performance can be evaluated using solvency ratios in measuring the return on assets and returns on equity, meanwhile, using solvency ratios to measure return on investment didn't provide any evidence of its ability to measure the financial performance. The study also concluded that, profit ratios measured using returns on assets, and returns on equity, provide a good evidence of its ability to measure the financial performance. Meanwhile, using profit ratios to measure return on investment didn't provide any evidence of its ability to measure the financial performance.

Under the previously mentioned results the study recommended that, the Jordanian insurance companies listed in Amman stock market should work on having a timely calculations of its solvency and profitability ratios in order to protect its investments and minimize its risk.