

52. Features of the banking market

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Introduction. Growth and diversification needs of business entities and population in the banking, cooperation Ukrainian financial system with financial systems of other countries necessitate detailed analysis features of modern banking market, identify its compliance qualitative changes taking place in social and economic development. The relevance of research into the banking market is enhanced by the impact of globalization of financial markets, increased competition both in the domestic and global financial space.

Resources and methods. Today becomes particularly relevant research functioning banking market - one of the fastest growing components the global financial system and the main financial agent that satisfies the needs of the real economy and public financial resources.

Market banking is one of the most important and integral part of the modern market Economy.

In Ukraine the last period observed large growth rate available banking services. In recent years, the proportion of bank revenues from it services increased from 19 to 25% of the total revenues.

Banking services are an integral part of today's market, buyers in which are individuals, households and legal entities. Banking services – is the end result of functioning of banks to meet customer needs related to cash flow or proceedings additional activities are recorded Off-balance sheet. To provide these services, banks must have reliable background and, above all, a rather high level of assets.

Banking Services can be defined as a collection of various forms of mobilization and use of funds of financial resources for credit, investment, deposit and other operations to fund the development of the production process performed works and services rendered for a fee and have their distinctive features functioning

Banking services are actions of banks in customer orders that are not related involving additional resources. The main form of payment is banking commission.

Results. From the effective functioning of the market for financial and banking services, banking the system as a whole depends on the creation and distribution of gross domestic product and national income, the regulation of money circulation, credit, financing and other economic and social progress of any country. So, the banking market is a specific sphere of economic relations, the function of which is the balancing of supply and demand for banking products.

Conclusions. Therefore, a national banking market is still unable to participate fully in the global process of the formation of the global financial system on equal terms. The main reasons are the low level of competitiveness of banking systems most countries, the lack of integration into the global and European financial markets, limited mechanisms and tools for the provision of banking services.

References

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