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MANAGEMENT OF THE PROCESS OF INCREASING BANKING COMPETITIVENESS IN THE CONTEXT OF STRATEGIC INNOVATIVITY

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Annotation. *The article defines the main characteristics of the external environment in banking. The perspective directions of development of bank competition in Ukraine are substantiated. The management of the process of increasing the competitiveness of banks is presented, and the consideration of the typology of competitive strategies based on the assessment of the degree of innovation of technology from the point of view of the presentation of the three-vectority of their groups: breakthrough strategies, strategies of comparative advantages and a protective strategy is proposed.*

Keywords: *banking competition, expansion, innovation, transnational bank capital, competitiveness of national banks, typology of competitive strategies.*

In modern conditions, the functioning of national banks occurs in conditions of severe competition and uncertainty, as a financial institution is exposed to a large variety of unpredictable factors, whose impact is reflected in its activities, financial results and market value. At the same time, an important task of top management is to find key aspects that will determine the effectiveness of the bank's operations and the reasonableness of strategic decisions.

The purpose of the article is to study the main characteristics of the environment in banking, the introduction of a set of measures aimed at increasing the competitiveness of national banks in the conditions of the expansion of transnational bank capital and the construction of a logical scheme for managing the process of increasing the competitiveness of banks in terms of strategic innovation.

The typology of competitive strategies based on the assessment of the degree of innovation of technology / product (modification, modernization, fundamentally new), competitiveness of competitive advantages, which are determined by intellectual capital and the use of market opportunities (low, medium, high) are considered.

In our opinion, the choice of the strategy's archetype should be determined by the innovative and adaptive potential, available client capital, reputation in the market, readiness of top management for transformational transformations, etc.

Therefore, any innovative strategy can be implemented by effectively combining the principles of its implementation, compliance with the specified criteria and the proper use of the instrumental device in the context of increasing the impact on the banking institutions from the external environment. As a result, requirements for the quality of banking products and services will be strengthened, new requirements of the society will be created for promotion channels, modern information technologies will be used, etc. In other words, banking institutions that are actively implementing innovative components will become competitive and interesting.

This will determine the complexity of the system of managing the competitiveness of a single bank, since the framework of the external environment will be gradually expanded, and the predictability of changes will become smaller.

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