

contents



"The journal is included in the list of necessary scientific literature on speciality "Finance and Credit"

The journal is accredited
by Eurasian business council

Chief/science editor
V.N.Volodina

Editorial Board:
Abramova M.A.,
Doctor of Economics, professor
Valentseva N.I., Doctor of Economics,
professor
Mirkin Ya.M., Doctor of Economics, professor
Khandruev A.A., Doctor of Economics,
professor
Khomnich I.P., Doctor of Economics, professor
Yudanov A.Yu., Doctor of Economics,
professor
Larionova I.V., Doctor of Economics, professor
Shchegoleva N.G., Ph.D., professor
Medvedeva M.B., Ph.D., professor
Olkhova R.G., Ph.D., professor

Placement articles of graduates are free
The periodical is also in the list of Russian
Science Citation Index (RSCI)

Editorial Office:
Finformservice NIKA, Ltd
MFPU Sinergia, 80 G Leningradskiy prospect,
Moscow
phone: 8-916-646-09-30
<http://finvector.ru>
E-mail: nikainform@mail.ru

"Finformservice NIKA":
Certificate PI №77-1026 issued by the
Ministry of the Russian Federation for press,
broadcasting and mass communications from
4.11.1999.
Published since January 1995

MONETARY CONTROL

Byvshev V. A., Brovkina N. E.

PROPORTION OF THE CREDIT MARKET2

CAPITAL MARKET

Arabyan M. S., Polikarpov D. D.

**INFLUENCE OF HEDGE FUNDS INVESTMENT STRATEGIES CHOICE
ON THE EFFICIENCY OF THE RUSSIAN SECURI-TIES MARKET8**

BANKING ANALYST

Korobova G. G., Shveykina M. U.

**THE QUALITY OF BANKING SERVICES IS THE BASIS FOR BUILDING TRUST
IN CREDIT INSTITUTIONS..... 14**

BANKING SERVICES

Rudkovskiy M. A.

EVOLUTION OF BANK PRODUCT SALE ORGANIZATION SYSTEMS.....23

INTERNATIONAL

Gotov Tserenpurev

**IMPACT OF FINANCIAL AND BANKING TECHNOLOGIES ON DYNAMIC
OF ECONOMIC DEVELOPMENT IN MONGOLIA30**

ANNOTATION 43

INFORMATION 44

Byvshev Victor A., Doctor of Technical Sciences, Professor,
Financial University under the Government of Russian Federation
E-mail: VByvshev@mail.ru

Brovkina Natalia Evgenievna, Ph. D., associate Professor, Financial
University under the Government of Russian Federation
E-mail: nbrovkina@inbox.ru

PROPORTION OF THE CREDIT MARKET

The purpose of the article is to determine the proportions of the credit market, in which the increase in the volume of lending to non-financial organizations will help increase GDP, but not lead to an increase in inflation.

Keywords: credit market, GDP, inflation, growth rates of credits to non-financial organizations.

Arabyan M. S., Phd in economics, associate professor,
of Department of World Economy and World Finance, Financial
University under the Government of Russian Federation
E-mail: Morskaya0323@yandex.ru

Polikarpov D. D., bachelor, Financial University under the
Government of Russian Federation
E-mail: Polikarpov@list.ru

INFLUENCE OF HEDGE FUNDS INVESTMENT STRATEGIES CHOICE ON THE EFFICIENCY OF THE RUSSIAN SECURITIES MARKET

Hedge funds is one of the most important institutional investors on the financial markets. This type of investors has a significant impact on economic stability and the efficiency of pricing in the financial markets. Applying modern econometric techniques to analysis of management styles of hedge funds investing in Russia, the authors come to the conclusion that the current approaches to hedge funds are not optimal, and suggest the use of prudential measures to stimulate their activities in order to improve and integrate the national securities market into the world economy.

Keywords: Hedge funds, the efficiency of the securities market, investment strategies on the Russian financial market.

Korobova Galina Grigoryevna, Doctor of Economics, Professor of
the Department of Banking, Money and Credit, Saratov Social and
Economic Institute (branch) of Plekhanov Russian University of
Economics (Saratov)
E-mail: korobov@mail.ru

Shveykina Margarita Urievna, student of the Faculty of Finance and
Accounting of the Saratov Social and Economic Institute (branch)
of Plekhanov Russian University of Economics (Saratov)
E-mail: Povzroslela17@mail.ru

THE QUALITY OF BANKING SERVICES IS THE BASIS FOR BUILDING TRUST IN CREDIT INSTITUTIONS

At present the banking client is interested not only in the possibility of obtaining various banking services, but in their qualitative level. The article substantiates the signs on the basis

of which it is possible to judge the quality of service in the bank. The theoretical basis of forming trust in credit institutions is investigated. The basic criteria for assessing the quality of banking services are determined. This criteria are the theoretical basis for the formation of a system of bank customers' requirements for the quality of banking services. The model of the system for assessing the quality of banking services has been developed, with the identification of its basic elements.

Keywords: confidence, quality, banking service, quality of banking services, criteria.

Mikhail Rudkovskiy, Director of the Payment Services Department,
Moscow bank of Sberbank of Russia; Post graduate of the
Department of Financial Markets and Banks, Financial University
under the Government of Russian Federation
E-mail: micrud@gmail.com

EVOLUTION OF BANK PRODUCT SALE ORGANIZATION SYSTEMS

The problem of the high-efficient banking model development is one of the main problems for Russia's bank system. In this article the bank product sale systems evolution is considered as one of the key elements of the banking model, which impacts much on the model efficiency. Three main types of bank product sale systems are pointed out and analyzed, which are traditional, multichannel and omnichannel systems. It is described what practical steps should be done to establish an omnichannel sale system.

Keywords: bank product, sale system, multichannel, omnichannel, sale channel, sale infrastructure, organization, innovation, concept, evolution, model, banking, efficiency.

Gotov Tserenpurev (Mongolia), postgraduate, Financial University
under the Government of Russian Federation, member of the
Board on the Mongolia of the International Bank for Economic
Co-operation
E-mail: cgo@ibec.int

IMPACT OF FINANCIAL AND BANKING TECHNOLOGIES ON DYNAMIC OF ECONOMIC DEVELOPMENT IN MONGOLIA

The paper presents findings of the research into use of new financial technologies at the Bank of Mongolia. At the present stage in development of international economic and financial relations the banking technologies facilitate solution of critical economic challenges and play a key role in financing development projects and initiatives. The paper reasons that the financial technologies are instrumental in economic development. The paper presents results of implementation of the new technologies in banking operations illustrated by swap lines of the central banks of Mongolia and China.

Keywords: banking system, financial technologies, banking technologies, regional trade, national economy, banking operations, swap line.
