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EVALUATION OF INTERACTION OF BANKS AND INSURANCE COMPANIES EFFICIENCY: METHODOLOGY AND CRITERIA

The question of assessing the effectiveness of the interaction between banks and insurance companies is relevant both for the participants themselves and for investors, as well as for the government regulatory agencies and the supervision of the financial services market. The article presents the criteria and indicators of the effectiveness of the specified interaction according to the components of efficiency, the methodology ensuring the formation of the target form of interaction between the participants. The modern forms of bank insurance and its main indicators are considered. The similarity of single features of the source and target forms of interaction is determined, taking into account the criteria and indicators of the effectiveness of such interaction for various components.

Keywords: bank, insurance company, initial form of interaction, target form of interaction, criteria and indicators of interaction efficiency, bancassurance.

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CONCEPTUAL APPROACHES TO THE CONCEPT AND USE OF THE "RISK MINIMIZATION MODEL OF MICROFINANCE ORGANIZATIONS"

The transition to integral financial regulation has raised the question of the role of central banks in the new configuration of financial regulation and supervision in relation to the microfinance market. The need to confront unfair practices and pyramids in the microfinance market, overcoming sectoral fragmentation of regulation and standardization of the regulatory burden on the basis of best supervisory practices is a question today. Also, the main focus of regulation on the financial market of Russia is an approach based on risk analysis, recommended by international financial organizations, including the Basel Committee on Banking Supervision, which is now being implemented by the Bank of Russia, in contrast to the previously recommended approach based on legal norms.

Keywords: risk minimization model, regulation, self-regulation, co-regulation, integrated financial regulation, microfinance organizations, Bank of Russia, SRO, compliance.

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PRINCIPLES OF BUILDING RELATIONSHIPS OF CREDIT INSTITUTIONS WITH VIP-CLIENTS IN MODERN RUSSIAN CONDITIONS

The domestic economy, which is in the "rise" zone of the classical economic cycle, is in dire need of attracting investment, especially under the conditions imposed by economic sanctions against Russia. As an important alternative,

a state program was adopted for the amnesty of capital previously exported from the Russian Federation, primarily private capital. In order to preserve the VIP clientele and attract capital to serve potential participants in repatriation, Russian commercial banks must meet the requirements of wealthy clients and ensure the quality of their services at the level of standards of economically developed countries. In domestic banking practice, the most efficient service for VIP clients is organized in the Private Banking division of Sberbank Premier PJSC Sberbank.

Keywords: banking services, banking services, investments, capital amnesty, VIP-clients, Private Banking system, relationship principles, factors of interest.

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INTERNATIONAL PAYMENT SYSTEMS: EVOLUTION AND CURRENT STATE

In the article the author traces the evolution of international payment systems, their rapid technological improvement and expansion, shows the dynamics of growth in the number of users, growing competition from major national systems that have entered the world market of payment services. However, it is obvious that FINTECH startups will soon displace banks from this sphere and international payment systems will acquire a different look. What it will be, will show the future, but in any case the next stage of their development will present serious requirements for the security of transactions and the preservation of personal data of users.

Keywords: international payment systems, associations of members of international payment systems and their functions, Central companies of payment systems, holders of Bank cards, evolution of payment systems.

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FINANCIAL ARCHITECTURE: FORCEAGUE-DEVELOPMENT OF THE ECONOMY IN THE CONDITIONS OF EXTERNAL SHOCKS AND INTERNAL CONTRADICTIONS

This article presents an overview of the anniversary X International Scientific and Practical Conference "Architecture of Finance", organized by the St. Petersburg State University of Economics and held in St. Petersburg on April 4-6, 2019. The conference discussed topical issues of financial stimulation of economic growth in the Russian Federation.

Keywords: economic growth, financial market, digitalization, financial literacy, investment, banks, banking sector, fintech, regulation.
