# BANKING SERVICES БАНКОВСКИЕ
# SERVICES УСЛУГИ

№ 4 / 2020

## contents

*Galina S. Panova*, Doctor of Economic Sciences, Professor, Head of the Department of Banks, Money Circulation and Credit, Moscow State Institute of International Relations (MGIMO University)
E-mail: gpanova@mail.ru
*Inal L. Kishmaria*, PhD student of the Department of Banks, Money Circulation and Credit, Moscow State Institute of International Relations (MGIMO University)
E-mail: i.kishmaria@inno.mgimo.ru

**PRINCIPLES OF RESPONSIBLE INVESTING IN THE RUSSIAN BANKS**

The article analyzes the conceptual approaches of banks to apply the principles of responsible investment in national and global financial markets. The global challenges of our time are changing attitudes to the criteria for optimal investment, and recent scientific research suggests that a successful and profitable business cannot exist in the long term, neglecting corporate culture and concern for the environment. The article provides an analysis of banks' approaches aimed at solving environmental and social problems by encouraging companies to comply with the principles of sustainable development and to disclose information about the level of environmental, social and corporate risks.
The article provides specific recommendations to address the problems preventing the active introduction of new approaches to the Russian practice of investing and lending, such as the lack of market awareness, the lack of development of the system of stimulation of companies with low levels of environmental, social and corporate risks, as well as the lack of a system of comparable indicators published by companies, with the interest of regulators, companies and banks.
*Keywords:* ESG risks, responsible investing, sustainable economic development, banking system, regulatory initiatives, social and corporate responsibility.

*Irina Shaker,* Ph.D. Financial University under the Government of the Russian Federation, «Department of financial markets and banks», Moscow, Russia
E-mail:ish7@bk.ru

**THE NEW ARCHITECTURE OF THE MONETARY SYSTEM IN THE CONTEXT OF DYNAMIC EQUILIBRIUM - PROBLEM STATEMENT**

**Subject / topic.** The relevance of the topic is associated with the ongoing discussion on the topic of the new architecture of the world monetary system. The article presents a theoretical analysis of the formation of the monetary system in the context of its structural – dynamic development, considers and identifies the main process factors of integration and reintegration of currency systems. The question arises of the identification characteristics of world currencies and the transformation of the existing monetary and financial world order.
**Goals / objectives.** The aim of the study is to analyze the consequences of the transformation of currency systems, the regionalization of international monetary funds, which consists in the prevailing influence of several national currencies on the world economy.
**The novelty of the problem statement.** The author hypothesizes the creation of a new architecture of the monetary system as a result of global institutional changes in the global economy by the requirements of dynamic equilibrium caused by the transformation of the Triffin paradox.
**Conclusions.** An analysis of the fulfillment by the US dollar of the role of world money in the new geopolitical and economic circumstances leads to the conclusion that the reserve currency can not fully fulfill the functions of world money, in connection with this, there is a need to build a new architecture of the currency system that eliminates urgent contradictions and is free from shortcomings previous experience.
*Keywords:* currency system, Triffin's paradox, ruble, multi-commodity standard, multi-instrumental standard, world currencies, IMF, currency unions, new currency architecture

*Vitaly Zaitcev*, *Candidate of Economic Sciences, Professor of Department of the Financial Markets and Banks', Financial University under the Government of the Russian Federation*
*E-mail: vbzaytsev@mail.ru*
*Sergey Ternovoy*, *Postgraduate of the Financial Markets and Banks' Department of Financial University under the Government of the Russian Federation*
*E-mail: ter_s.m@mail.ru*

**ABOUT THE FUNCTIONS OF THE BANK OF RUSSIA AS A MEGAREGULATOR AND SOME ASPECTS OF THEIR IMPLEMENTATION**

The article deals with the problems of the functions of the Bank of Russia, as well as questions regarding the economic essence of the concept of "function", based on the understanding of the Bank of Russia's activities.
The classification of functions that are divided into macro and micro-level functions is given, as well as common general principles of inspection that apply regardless of the type of activity of supervised entities, which can be considered as a scientific novelty.
Was noted the need to develop the Bank of Russia's supervisory activities, including contact supervision and inspection activities.
*Keywords:* *Bank of Russia, functions of megaregulator, principles of inspection, financial markets, supervision, regulation, non-credit financial institution.*

*Kasyanov R.Yu.*, *applicant of «World Economy and World Finance» department, Financial University under the Government of the Russian Federation; Financial Advisor at PAO «Sberbank». Private Banking*
*E-mail: Kasyanov.ry@gmail.com*

**DIGITALIZATION OF SERVICES ROBO-ADVISOR IN PRIVATE BANKING: TRENDS AND PROSPECTS**

The article discusses the trends and prospects of creating a new robo-advisor service for wealthy clients of private banking. Make detailed use of principle of service, possible pros and cons and use cases.
To understand the global trend of obtaining information, the author analyzed a omni-channel approach to customer service, which in combination gives the maximum result for the bank and the client and increases loyalty.
*Keywords: private banking, robo-advisor, omni-channel, digital banking, digital transformation.*

*Olga Yr. Gorodetskaya*, *Candidate of Economic Sciences, Associate Professor of Department of Data Analysis, Decision Making and Financial Technologies, Financial University under the Government of the Russian Federation*
*E-mail: OGorodetskaya@fa.ru*
*Yana L. Gobareva*, *Candidate of Economic Sciences, Associate Professor of Department of Data Analysis, Decision Making and Financial Technologies, Financial University under the Government of the Russian Federation*
*E-mail: YGgobareva@fa.ru*

**PROBLEMS OF THE DEVELOPMENT OF ARTIFICIAL INTELLIGENCE SYSTEMS**

The article considers the real state of affairs in the field of the development of artificial intelligence systems. Despite important achievements in solving some private problems and a lot of funding, the industry as a whole faces serious development problems. In the near future, a serious limitation of deep machine learning will be the lack of computing power. The arguments of leading world scientists criticizing the directions of development of artificial intelligence systems that have been established in recent years are given. It is shown that the priorities of artificial intelligence systems developers are related to the implementation of simple consumer services, and not to projects focused on the mental activity of a person.
*Keywords:* *artificial intelligence, computing power, deep machine learning, computer system, neural networks, intelligent consumer services.*