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ANALYSIS OF THE MAIN DIGITAL TECHNOLOGY DEVELOPMENT DIRECTIONS IN THE BANKING SYSTEM

The article is devoted to the study of digitalization processes in the banking sector, updating the list of the most popular and promising technologies. The research methodology is built on the basis of conceptual provisions that define an omnichannel approach to the structure of digital banking in terms of fundamental changes in the channels of interaction with customers, built around their needs and behavioral characteristics.

As a priority model for organizing a digital business, a client-centric model has been identified as the basis for creating a multifactorial mechanism for interacting with a client, combining the level of maturity of the market infrastructure and changes in the consumer behavioral model built in a separate communication channel. A theoretical and analytical review of the need for personalization of banking processes using digital technologies has been carried out, and barriers that impede this process have been considered.

Keywords: Digital banking system, digital technologies, client-centric model, ecosystems, fintech companies

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Financial innovations in the field of funds managing in subfederal public legal entities

The article presents the results of studying the possibilities of using financial market instruments in the public finance sector. The authors analyzed the experience of the Leningrad region in the repo market in the process of placing temporarily free balances of budget funds. The effectiveness of the repo mechanism use and the possibility of its adaptation to the necessary requirements for the management of budgetary funds have been proved.

Keywords: financial market, repo operations, budgetary funds placement, subjects of the federation, Federal Treasury.

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INVESTMENT ATTRACTIVENESS OF THE COUNTRY BASED ON THE ANALYSIS OF ITS SOVEREIGN YIELD CURVE

The author examines the level of economic conditions stability, and proposes to determine the investment attractiveness of the countries - economic leaders: the USA, Germany, Great Britain, and three countries of the Asian bloc, representatives of the developing countries group in which there has been a qualitative leap in socio-economic indicators in recent decades: China, Malaysia and Vietnam. The article analyzes the yield curves of sovereign short-term, medium-term, and long-term fixed income securities. The comparative dynamics of yields till the maturity of sovereign bonds for a five-year period is given. An overview of the yield curves for each of the mentioned countries for the current date and for the date of a year ago is given. In conclusion, the author constructed a rotation chart in which countries are compared in terms of changes in the size and shape of the yield curve. On the basis of the constructed graph, a conclusion is made about the investment attractiveness of countries according to the criterion of the stability of the yield curve of sovereign bonds.

Keywords: *yield curve, investment attractiveness, sovereign bond, tenor of the bond.*

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DEVELOPMENT OF TRANSACTIONAL BANKING BUSINESS UNDER SANCTIONS PRESSURE

The article discusses the changes taking place in the financial and banking sector, in particular, the emphasis is on transactional banking. The authors analyzed the models of interaction between banks established in the world practice within the framework of the transactional banking business, revealed the specifics of these models in Russia under sanctions pressure. Reasonable conclusions are drawn about the change in banking in response to the accelerated digitalization of the economy and increased competition from fintech companies, taking into account changes in customer expectations and needs.

Keywords: *transactional banking, sanctions, digitalization, financial technologies, models of interaction between banks, fintech companies*

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FORMATION OF A NEW GLOBAL FINANCIAL ARCHITECTURE REQUIRES NEW PROFESSIONAL COMPETENCIES IN THE FIELD OF HIGHER EDUCATION (review)

The article analyzes the main directions of change in the global financial architecture. New country economic associations are shown on the example of BRICS and SCO, the emergence of integrated digital currencies. Initiatives to create most-favored-nation regimes in the sphere of trade, economic and financial relations are considered. The necessity of formation of new professional competencies on the example of financial diplomacy is noted.

Keywords: *world architecture, sustainable development, infrastructure, BRICS, education, competence, cooperation, financial diplomacy*
