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**The savings business 25 years later:  
digitalization, new technology platforms  
and financial instruments, artificial intelligence**

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### **The role of domestic savings in economic development**

#### **Abstract**

In this article the role of domestic savings in creating conditions for accelerated economic development on example of countries with high long-term economic is analyzed.

The saving policies of 9 economic miracle countries are considered. A group of 5 countries with a significant level of savings that has maintained high and ultra-high rates of long-term (7-year) real GDP growth over the past 25 years has been identified. The institutional structure of domestic savings in these countries is analyzed and the conclusion about it's heterogeneity is made. An assessment of domestic savings by size and structure in Russia is drawn. Recommendations to improve the efficiency of their use for the purposes of economic growth are prepared.

**Keywords:** *gross domestic savings, economic growth, real GDP, institutional structure of savings*

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### **NEOBANKS AS A NEW STAGE IN THE EVOLUTION OF THE BANKING SECTOR OF THE EUROPEAN UNION**

#### **Abstract**

The article presents the issues of innovative transformation of banks' activities, the emergence of neobanks and the tools they use. The topic is relevant, firstly, from the point of view of economic science, since the conceptual apparatus of business models of financial intermediaries is still debatable. Secondly, its relevance is determined by the practice of applying new strategic solutions in the activities of banks seeking to solve a threefold task: to ensure high business profitability while maintaining liquidity and minimizing risks. The purpose of the work is to study the activities of neobanks, identify problems and determine the directions for their further development. The article presents debatable issues of the development of banks' activities in the process of digital transformation of their activities; shows how the face of traditional banks is changing in

the context of the introduction of innovative business models; the role of neobanks in the European Union is assessed. In general, the study is aimed at bridging the gap in the knowledge of IT specialists and employees of banks and their customers.

**Keywords:** money, financial market, traditional banks, neobanks, fintech-company, business model, digital platform, ecosystem

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### Using social banking as a tool for promoting banking products and services

#### Abstract

Improving banking activities and increasing their efficiency is due to the digital transformation of the banking sector. The introduction of digital technologies in the banking sector has become one of the main factors in ensuring economic growth. In this regard, the issue of social banking, aimed at improving the relationship of the bank with clients, seems to be an urgent business task, allowing for the widespread dissemination of modern methods of providing banking services. Particular attention is paid to the assessment of new forms of client-centric approach, which has the potential to stimulate the use of various bank products and is a significant criterion when choosing a bank to serve retail clients in the digital environment.

**Keywords:** social banking, online services, digitalization, digital marketing

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### PROSPECTS FOR THE USE OF TRAINED CHATBOTS TO PROVIDE INFORMATION SUPPORT FOR CONSUMERS OF BANKING SERVICES

#### Abstract

The article discusses the main ways of technical implementation of chatbots, approaches to their training and use for organizing information support for consumers of banking

services, the advantages of a chatbot as an innovative technological solution for providing consulting services to bank clients are revealed.

**Keywords:** *banking services, artificial intelligence, chatbot, messenger*

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### **Internationalization of the yuan and international settlements**

#### **Abstract**

The article considers the factors of development and stages of internationalization of the Chinese yuan as a world reserve currency as well as means of international settlements, an investment asset. The economic relations between Russia and China are assessed based on the growing share of the yuan in settlement and payment relations between the two countries.

**Keywords:** *currency internationalization, financial market, means of international settlements, investment and financial asset*

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### **Evaluating the effectiveness of an «all-weather» portfolio strategy for passive investing**

#### **Abstract**

Given the growing interest of private investors in stock market instruments, the concept of an «all-weather» or «permanent» portfolio is becoming popular. This article examines the origins of modern portfolio theory, analyzes the features of the formation of an «all-weather» portfolio depending on the stages of the economic cycle and provides indicators to assess its investment efficiency.

**Keywords:** *«all-weather», «permanent», investment portfolio, securities, bonds, gold, efficiency indicators*

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### **ATTRACTING BANKS OF DEVELOPMENT TO FINANCE PROJECTS IN MODERN CONDITIONS**

#### **Abstract**

Considering the current practice of Russian commercial banks in the field of financing the business sector, including the practice of raising funds on the example of specific transactions, the author analyzes the reasons constraining financing and provides arguments for the need to involve development banks in financing projects. This cooperation helps to organize financing for longer periods and, as a result, strengthen the financial support of projects. The article substantiates the need for multilateral cooperation in financing, where development banks should play a key role. The arguments influencing joint activities aimed at ensuring their sustainable economic development by reducing the risks of exposure to geopolitical risks are presented.

**Keywords:** *Diversification of credit resources, financial cooperation, fundraising, development banks, reducing the impact of geopolitical risks.*

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### **THE CONTRIBUTION OF «GREEN» FINANCE TO SUSTAINABLE DEVELOPMENT IN VIETNAM**

#### **Abstract**

This study analyzes the «green» finance market in Vietnam based on three constituent elements: «green» bonds, «green» stocks and «green» loans. Based on the achievements and existing problems, and guided by the policies of the Vietnamese government, the study proposes solutions to improve the effectiveness of «green» finance in the sustainable development of national economy.

**Keywords:** *«green» finance, sustainable development, «green» bonds, «green» credits, «green» stock*