

SCIENTIFIC AND THEORETICAL VIEWS ON ENSURING THE SUSTAINABILITY OF THE RESOURCE BASE OF COMMERCIAL BANKS

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Annotation. The scientific work analyzes the scientific and theoretical views of foreign and domestic scientists on the stability of commercial banks and its maintenance. The factors influencing the stability of the resource base of banks are also studied and an author's approach is proposed aimed at ensuring it.

Key word: commercial bank, bank deposits, resource base of a commercial bank, interest rate, bank loans, financial stability.

Introduction

We can find many scientific studies of domestic and foreign scientists on ensuring the stability of commercial bank deposits, analysis of the factors influencing these deposits.

In particular, S. Andros and others conducted an economic and statistical analysis of the bank's deposit portfolio in terms of the composition of deposits. They proposed an algorithm for grouping bank deposits by type of client, amount, term and interest rate and analyzed them. The influence of each type of deposit on the total increase in interest payments is determined. The purpose of his scientific research was to improve the methodological approach to the effective management of the bank's deposit portfolio using economic and statistical analysis of the composition of deposits. According to the results of the analysis, insufficient attention was paid to the formation of the optimal deposit portfolio of the bank. The necessity of using mathematical apparatus to optimize the process of managing clients' credit funds in banks is emphasized. In particular, it is possible to analyze the trend in the volume of deposits of corporate clients and individuals in the bank, improve the methodology for grouping deposits by amounts, interest rates and investment periods, which allows changing the structural place in the total amount of the bank's deposit portfolio. He also proposed the methodology of index-factor analysis to study the influence of factors on the composition of bank deposits. In this case, for the analysis of cash flows, the average retention period and average balances on the deposit for a certain period are determined, and the indicator of the average duration of use of the variable deposit is also calculated¹.

By using a proxy for access to deposits and access to bank deposits, the authors find that greater access to bank deposits makes banks' deposit funding base more reliable during periods of financial stress. Thus, policies to promote financial stability should take into account not only macroprudential regulation, but also the positive impact of wider access to bank deposits on financial stability².

¹ Andros, S., Akimova, L., & Butkevich, O. (2020). Innovations in management of banks deposit portfolio: structure of customer deposit.

² Han, R., & Melecky, M. (2013). Financial inclusion for financial stability: Access to bank deposits and the growth of deposits in the global financial crisis. World bank policy research working paper, (6577).

F.Banson and others in their scientific work, the main purpose of this study is to analyze the relationship of new innovative services of commercial banks, especially mobile deposits, in mobilizing deposits with a high level of mobile phone penetration in Ghana. To achieve the results of scientific research, multilevel, convenient and targeted methods based on statistical data are used. The results show that mobile deposit as a way to attract a deposit through mobile banking turned out to be a more effective means of attracting a deposit compared to the traditional method of attracting a deposit. As a result, First Capital Plus, the first financial institution in Ghana and Africa to implement this product, has been able to significantly increase its deposit base. It is known as a system that works 24 hours a day, 7 days a week and provides customers with the convenience of transferring money anytime, anywhere. This reduced queues at First Capital Plus banking halls, stimulated a culture of savings, especially among the poor, reduced the risk associated with depositing money in a bank, and reduced the time and cost of visiting a bank to deposit money. By providing mobile speed and using bank cards, the mobile deposit solution has established itself as an additional deposit system³.

Scientific research by S. Mushtaq and D. Siddiqui is based on an empirical analysis of the impact of changes in interest rates on bank deposits in countries based on Islamic finance and traditional finance. Empirical analysis was carried out on the basis of the ARDL (Autoregressive Distributed Lag) method using statistics from 23 countries with Islamic finance or a majority Muslim population and 23 countries with traditional finance for the period 1999-2014. Based on the results obtained, it was determined that the change in interest rates does not affect the change in bank deposits in the financial market built on the basis of Islamic finance. On the contrary, changes in interest rates in the financial market built on the basis of traditional financing have a significant impact on the volume of bank deposits⁴.

S. Mushtaq and D. Siddiqi studied the impact of the real interest rate on bank deposits, and Leming Lin analyzed the impact of the development of the stock market on changes in household deposits using the example of England. According to the results of the analysis, when there was growth in the stock market, the volume of household deposits in banks decreased. And this has led to a reduction in bank loans and a difficult situation for businesses in need of bank loans. This, in turn, led to a reduction in production and an increase in unemployment. Interestingly, the development of the stock market did not lead to the well-being of the population, but, on the contrary, complicated their financial situation. The obtained results show that the development of the stock market is ahead of the real development of the economy, creating a "soap bubble".

Jens Eisenschmidt and Frank Smets (2019) are considered experts on the European Central Bank and they studied the impact of negative interest rates of -0.40 that the European Central Bank imposed on deposits from June 2014 to January 2016. In particular, they analyzed the impact of these negative deposit interest rates on the percentage of deposits and loans of commercial banks located in the euro area and their volume. It should be noted that negative interest rates on deposits were not applied in the practice of states. The main purpose of the application of these negative interest rates by the European Central Bank was to prevent deflation and implement monetary expansion. As a result of the analysis of the negative interest rate policy, it can be seen that only a part of the population's deposits in banks was transferred to a negative interest rate. Other deposits, in particular, the percentage of deposits of legal entities, the percentage of government securities and even the percentage of deposits of non-financial corporations did not go into negative. Therefore, the percentage of household deposits is very sensitive to the percentage of central banks

³ Banson, F. A. K., Sey, E., & Sakoe, J. (2012). The Role of Mobile Deposit in Deposit Mobilization in Ghana. *Asian Journal of Business and Management Sciences*, 1-18.

⁴ Mushtaq, S., & Siddiqui, D. A. (2017). Effect of interest rate on bank deposits: Evidences from Islamic and non-Islamic economies. *Future Business Journal*, 3(1), 1-8.

in developed countries.

Economists such as R. Ritz and A. Walter studied the stability of the resource base of commercial banks during various crises. In their scientific work, the main attention was paid to the analysis of the impact of the economic crisis of 2007-2009 on the balance sheets of banks. According to the results of the analysis, the financial crisis of those years began with an increase in the uncertainty of financing conditions in the interbank money markets. Their analysis showed that funding uncertainty could explain various elements of commercial bank behavior during a crisis. In particular, it is determined that the volume of lending, balances, profitability and profitability of banks will decrease, competition for the coverage of retail deposits will intensify, a stronger reduction in lending by most banks with a smaller deposit base, the impact of changes in the main interest rates of the Central Bank on market interest rates will be relatively weaker, and central banks will be forced to pursue a "zero lower bound" interest rate policy and pursue an unconventional monetary policy⁵.

As a result of scientific research aimed at strengthening the resource base of commercial banks, the following conclusion was made:

Analysis of the trend in changes in the volume of deposits of corporate clients and individuals in the bank, improvement of the methodology for grouping deposits by amounts, interest rates and investment periods, which allows changing the structural arrangement of the total amount of the bank's deposit portfolio.

He proposed the methodology of index-factor analysis to study the influence of factors on the composition of bank deposits. In this case, for the analysis of cash flows, the average retention period and average balances on the deposit for a certain period are determined, and the indicator of the average duration of use of the variable deposit is also calculated.

It has been determined that the policy of increasing financial stability in commercial banks has a positive effect on financial stability, not only on macroprudential regulation, but also on wider access to bank deposits.

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⁵ Ritz, R. A., & Walther, A. (2015). How do banks respond to increased funding uncertainty?. Journal of Financial intermediation, 24(3), 386-410. www.conferenceseries.info