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DEVELOPMENT OF INTEGRATED ACTIVITY OF REGIONAL BANKING FINANCIAL SYSTEM

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ABSTRACT

In this article, the reforms implemented in the banking and financial system of our country, the order of convenient and fast service to customers through the digitization of banking services, the implementation of the PESTO method on the activities of ATB "Anorbank" on the development of the integrated activity of the regional banking financial system, and the improvement of the integrated activity of the banking system suggestions are made.

Keywords: banking financial system, integration, innovative solutions, operational efficiency, regulatory standards, payment systems, IT platforms, Fintech companies.

Introduction

In the Uzbekistan-2030 strategy, digital banking services are used wisely in the process of development of the banking and financial system, digitization and introduction of technologies. By digitizing banking services, convenient and fast customer service is ensured. By expanding mobile and internet banking services, fintech startups will be supported and the process of integrating them with the banking system will be implemented. This will create new innovative financial products. The topic of development of the integrated activity of the regional banking financial system was specially emphasized by the President in the Uzbekistan-2030 strategy. This process is aimed at strengthening regional networks of banks and bringing them closer to the international financial system. For the mutual integration of regional banks, it allows to strengthen cooperation, exchange information between regional banks, create cooperation and experience exchange systems, increase operational efficiency of banks and implement innovative solutions.

Literature review.

The scientific-theoretical aspects of the integrated activity of the banking and financial system are discussed by foreign scientists such as Joseph Stiglitz (Nobel laureate, specialist in economics), Paul Krugman (Nobel laureate, specialist in economics), Christine Lagarde (President of the European Central Bank) and others covered in scientific research works on the system.

The scientific works of local scientists such as Akmal Saidov (leading economist in Uzbekistan), Shavkat Mirziyoyev (President of the Republic of Uzbekistan) and Nodira Karimova (Professor of Tashkent State University of Economics) are aimed at expanding cooperation with international financial institutions and increasing the financial stability of banks is devoted to the scientific research of improvement of methodological aspects of improvement.

The opinions of foreign and local scientists complement each other in the development of the integrated activity of the regional banking financial system. Foreign scientists emphasize the importance of digitization, adaptation to international normative standards and implementation of innovations. Local scientists note the need to expand international cooperation, increase financial stability and green financing. These considerations help to increase the competitiveness of the regional banking system and contribute to national economic development.

Research methods.

Methods such as systematic analysis, logical and comparative analysis, analysis and synthesis, comparative comparison were used in the research process.

Analysis and results.

The subject of development of the integrated activity of the regional banking financial system is of great importance in the financial sector. This process is aimed at strengthening regional networks of banks and bringing them closer to the international financial system. Strengthening cooperation in mutual integration of regional banks, regional it allows to create systems of exchange of information, cooperation and exchange of experience between banks, to increase the operational efficiency of banks and to implement innovative solutions. In creating common infrastructure, creating common infrastructure for regional banks, such as payment systems, IT platforms and security measures, allows them to combine resources and improve service quality.

In order to integrate commercial banks into the international financial system, in the process of adapting to international standards, regional banks must revise their internal processes to adapt to international financial standards. This is important for entering international markets and working with international partners. In order to attract foreign investment by banks, regional banks should improve their financial performance and provide reliable financial reports.

In the process of innovation and digitalization, digital banking services, Fintech cooperation, increasing financial and economic knowledge are gaining special importance. Regional banks should implement modern technologies to develop digital banking services and provide more convenient and fast customer service.

New financial products and services are created in cooperation with fintech companies. In the course of employee training, regional bank employees are informed about international financial markets, new technologies and financial innovations. In order to provide information to customers, commercial banks are required to conduct seminars and trainings to inform customers about new financial products and services and increase their financial knowledge.

In the research process, the PESTO model was used to evaluate the integrated activity of the bank's financial system on the example of Anorbank ATB. The application of the PESTO model in the integrated activity of the financial system of the regional bank was implemented as follows in the case of Anor bank ATB:

1-table

PESTO model for evaluating the integrated activity of the bank's financial system at Anorbank ATB

| Political | Economic | Social | Technological | Organizational |
|--|--|---|---------------------------|-------------------------------------|
| Through government policy | Analysis of macroeconomic indicators | Providing banking services based on customer demand | Digitization | Optimization of internal structures |
| Use of state levers | Increase profitability through exchange rate | Focus on financial literacy | Use of innovations | Training of employees |
| Establishment of international cooperation | Achieving financial stability | Hiring socially responsible employees | Cyber Security Compliance | Process optimization |
| | Rational development of credit policy | | | |

Based on the results of the research, the ways of improving the integrated activities of ATB "Anorbank" are considered appropriate if they include the following.

1. Introduction of digital technologies
2. Providing convenient and fast services to customers by developing online banking services.
3. Improvement of mobile applications and internet banking services.
4. Using Big Data and Artificial Intelligence to collect large-scale information about customers, analyze it with the help of artificial intelligence and offer personalized services.
5. Creating new banking products and services that meet the changing needs of customers.
6. Integration of innovative technologies into banking services through cooperation with fintech companies.
7. To better understand the demands and needs of customers, regularly conduct surveys, analyze customer feedback and constantly improve the quality of service.
8. Implementation of various loyalty programs and bonus systems to make customers loyal to the bank.
9. Regular training and improvement of skills of bank employees in modern banking services, digital technologies and working with customers.
10. To increase the motivation of employees by encouraging them, improving working conditions and providing opportunities for career growth.
11. Increasing efficiency and reducing costs by automating the bank's internal work processes.
12. Implementation of effective risk management systems and risk minimization.
13. Regular analysis of the bank's financial indicators and use in making strategic decisions.
14. Ensuring financial stability through effective cost management and optimization.

Conclusion.

In conclusion, it should be said that the development of the integrated activity of the regional banking financial system is carried out by strengthening mutual cooperation, adapting to international standards, implementing innovations and increasing financial knowledge. This process greatly contributes to increasing the competitiveness of regional banks and economic development. The improvement of the integrated activity of the regional banking financial system is carried out by introducing digital technologies, adapting to international regulatory standards, expanding international cooperation, improving the skills of employees, creating innovative products, risk management and green financing. These measures help to increase the competitiveness of regional banks and contribute to national economic development. Anor Bank ADB can deeply analyze and implement political, economic, social, technological and organizational factors using the PESTO model in improving the integrated activity of the regional banking financial system. This process makes it possible to increase the bank's competitiveness, meet customer needs and contribute to national economic development. In order to improve the integrated activities of ATB "Anorbank", it is necessary to work consistently in the directions of introducing digital technologies, creating innovative products and services, strengthening relations with customers, improving the skills of employees, improving internal processes and improving financial indicators. These ways create an opportunity to increase the bank's market competitiveness and provide quality services to customers.

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