

METHODOLOGICAL APPROACHES TO THE COMPETITIVENESS INTEGRAL ESTIMATION OF COMMERCIAL BANKS

Sotska Y.I.

Postgraduate Student of Department of Banking
Odessa National Economic University

At the current stage of development of economic relations in Ukraine, when banks decide the problem of maintaining financial stability and reliability in the money market, the task of raising their competitiveness is a priority goal, on which the management of each banking institution focused. Under this condition is essential to focus on searching and substantiation of possible ways of managing competitive potential of the bank to ensure its effectiveness.

Assessment of competition in the banking market is essential for justification of administrative decisions and practical actions on the regulation of competition, the development of competitive advantages, and the development of methods of strategic management of competitiveness of banks.

The author proposes the method of competitiveness integral estimation of

commercial banks, on the basis of which it is possible to make a comparative analysis of competing banks, to form their ratings on the current and future financial position, the effectiveness and quality of services. The total consolidated groups of the bank indexes, as components of the integral indicator, allow obtaining a comprehensive view of the bank competitiveness in the market.

Based on the results of the research, in the article had been concluded that the low competitiveness of the investigated banks in Odessa requires the development of methods of strategic management for augmentation competitive position of banks. The integral competitiveness index of the bank proposed by the author is an important element in the process of the competitive strategy formulation.