

## Method of countries competitiveness assessment in world financial services market

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The world market of financial services is one of the main infrastructure elements of the global economy. Evaluation of the effectiveness of the financial services market of the country is only possible with comparing it with other countries. This can be done in a complex by using a range of countries' competitiveness in the world financial services market.

There are the following criteria for building a general rating of countries competitiveness in the world financial services market: rating of financial market sophistication; credit rating; rating of minority investors protection; limits of the financial services market; density of financial intermediaries; openness of the financial services market; capacity of financial services; financial intermediaries monopoly position in the market of financial services; competition in the financial services market; barriers to financial services market; limits of financial intermediaries capitalization; concentration in the financial ser-

vices market; number of financial intermediaries; number of financial intermediaries that entered and left the financial services market over the last 5 years; gross income of financial institutions; rate of financial intermediaries return on equity; development of the financial services market; financial health of the banking sector.

199 countries and government entities were ranged by 64 indicators of financial market and entered into assessment of competitiveness in the world financial services market in 2016. Top 10 places were occupied by Hong Kong, Singapore, Germany, South Africa, Malaysia, Austria, Mauritius, Belgium, India and France. Ukraine took the 25th place, which was achieved thanks to the leading position by the criteria of monopoly power, concentration, number of financial intermediaries and the number of financial intermediaries that entered and left the financial services market over the last 5 years, respectively, 3, 9, 4 and 4 seats.