

# THE ANALYSIS OF THE INTERACTION OF BANKING AND INSURANCE SEGMENTS OF THE FINANCIAL SERVICES MARKET OF UKRAINE

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Formation of the market of financial services in Ukraine and promising tasks of development of the national economy make new demands to stability and scales of the functioning of the banking industry. A co-operation in the domain of insurance and banking business became common and active that is caused by mutual interests both for bank establishments and for insurance companies.

The research purpose is a justification of theoretical bases and development of practical recommendations on the interaction of banks and insurance companies in financial Ukraine market.

Functioning of any managing subject who covers any kind of activity of the domain of financial services connected with risk concept.

They are the common risks for banks and insurance companies at their activity in financial Ukraine market: market risk, credit risk, the risk of liquidity, operational risk, the risk of management, the risk of marketing, and information risk.

Teamwork of bank establishments and insurance companies is promising and fruitful, as in credit operations risks are always present, the insurance company can undertake, guaranteeing thereby credit return.

Interaction success of the banks and insurance companies depends on the ability of the bank and insurer in due time to react to threats which exist in the financial market and can affect economic interests of financial intermediaries. Interaction of bank establishments and insurance companies in Ukraine has a big enough potential for development.