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**REGIONAL BANKING SYSTEM POTENTIAL:
FINANCIAL AND ECONOMIC CRISIS DEGREE
OF INFLUENCE ESTIMATION
(ON AN EXAMPLE OF KURSK AREA)**

The modern crisis state world and national economy advances objective necessity of an estimation of a regional banking system potential, as integral condition of working out of optimum strategy of minimization and overcoming of consequences of financial and economic crisis both for a banking system, and for all economy as a whole.

In view of integrated character of a banking system potential, it is possible to advance it, as set credit, investment, institutional and other possibilities of a banking system to satisfy growing requirements of economy. In this connection, it is possible to allocate following kinds of potential:

- the credit potential represents real possibility of a banking system for a limited period of time to increase weight of active money by granting new loans to the organizations and physical persons, and also the state. The technique of its estimation is in detail considered in I.N. Rykova and N.V. Fisenko's works;
- the investment potential means ability of the credit organizations system on economy long-term crediting. Settles up as the sum product of the credit a net worth organizations and the means involved for term over 3 years, on the money multiplier;
- the institutional potential characterizes a level of a region banking system development. To compare it is possible to use the technique of regions developed typology by the Russian experts in a development banking level;
- the financial potential is expressed by financial and economic activity efficiency of the region credit organizations system (financial results of their activity, profitability, liquidity, quality of an advances portfolio etc. are evaluated).

Following the results of the potential conducted analysis a of Kursk area regional banking system in the conditions of a financial crisis it is necessary to have talk about following both positive, and the negative moments:

1) despite the occurring crisis phenomena, credit potential has grown for the last year on 12,1 % and for January, 1st, 2009 has constituted 81,9 billion rbl. Thus operating ratio of credit potential (the relation of the issued credits volume to potential size) has reached 86,1 %;

2) the investment potential of a Kursk area banking system has considerably increased from 114,9 to 171,4 billion rub., or in 1.5 times. However level of its use for the present remain low enough – 7,3 % on 01.01.2009;

3) in the relation institutional potential it is necessary to stress on insufficient development of a region bank infrastructure (0,21 units of the credit organizations and their branches on 10 000 population at optimum significance 1 unit), and during the same period of time, material effect for a condition and development of regional economy;

4) financial potential indicators are better than others reflect a condition of a regional banking system in the conditions of crisis. So, at growth on 5 % of a fiscal effect of the region credit organizations activity (10,9 million rub. on one credit organization (branch)) some decrease in the efficiency, operations conducted by them is observed. The separate attention is deserved by advances portfolio deterioration of quality: the share of bad loans in total amount of credit investments for January, 1st, 2009 has constituted 1,9 % (growth – 0,65 %).

Thus, the potential of a Kursk area regional banking system, despite current financial and economic crisis, continues to grow. However in connection with a worsening economic and of region social situation, the credit organizations have already appeared in a situation of uselessness of the potential accumulated by them.