

EFFECTIVE WAYS TO MAKING STRONG RESOURCE BASE FOR UKRAINIAN BANKS IN TERMS OF UNSTABLE ECONOMY

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Summary. The modern state of features of forming of resource base of Ukrainian bank institutions is analyzed. Going is considered near a management the resource base of commercial banks in post-crisis conditions. The ways of improvement of mechanism of forming and use of bank resources are offered.

Keywords: bank resources, obligations, capital, deposits.

Introduction. The resource base of the banking system is essential to stabilize the current socio-economic situation and for making key strategic decisions about the future development of each country. Resource support plays an important role for most commercial banks, because of the structure of resources and their scope depends directly on the extent of active operations of banks and, hence, the size of their profits or losses is the key to success of future performance. These processes require banks to build an adequate amount of their resource base, optimize the structure and improving its organization and so on. So, study the characteristics of the formation of banks' resources in terms of establishing new parameters of social and economic life is an actual scientific task.

Analysis of recent research and publications. Research on the resource base of the banking activity is devoted to the work of many foreign scientists, including: T. Koch, D. Polfreman, George. Rosemary Campbell, J. Rivuar, P. Rose, J. Sinko, etc .; Russian investigators: E. Zhukov, I. Balabanova, Y. Babicheva, V. Kolesnikova, L.

Krolyvetskoyi, A. Lavrushina, G. Panova, A. Tavasiyeva, V. Usoskina, V. Chausova more.

A significant contribution to the development of scientific problems have domestic scholars O. Vasyurenko, A. Gerasimov, G. Dougan, A. Epifanov, V. Kovalenko, R. Kotsovska, M. Savluk, L. Prymostka more. Without denying the importance of the results obtained the above scientists should be noted that a comprehensive study of the resource base of commercial banks, taking into account the current requirements of today are quite rare. In connection with the global financial and economic crisis processes of formation and use of financial resources of banks not only intensified, but also necessary to develop a new concept of understanding of the issue in view of the advanced system of communication not only between the individual components of the functional activities of the bank, but also taking into account the complex system of global and national cooperation.

The purpose of the article. The purpose of this paper is to identify the actual problems of the process of formation of the resource base of Ukrainian banks and formalization of overall priorities for further development of the banking system.

The main part. One of the essential prerequisites for the effective functioning of banks and their financial stability is the stability and adequacy of the resource base. Modern problems of resource banks due to many factors, both external and internal factors. Influence of external factors are: the poor state of the global and national financial and economic systems, inadequate monetary policy of the central bank, inadequate legal framework, undermined confidence in credit institutions, lack of insurance market and the stock market and so on. The most important factor in the internal nature of the accumulation of resource problems banks are insufficient capitalization of banks, and as a consequence - insecurity, instability and the inability of banks to adapt to adverse changes in market conditions. Solving problems that arise under the influence of the above factors, requires banks to optimize resource policy. The process of deepening instability of global and domestic financial markets has complicated the whole system of governance in banks of Ukraine, including the system of forming their resource base. However, after the fall of the quantitative

parameters in 2008, in subsequent years the total resource base of banks in Ukraine had a growing trend in both of its own, and in terms of resources involved (Figure 1).

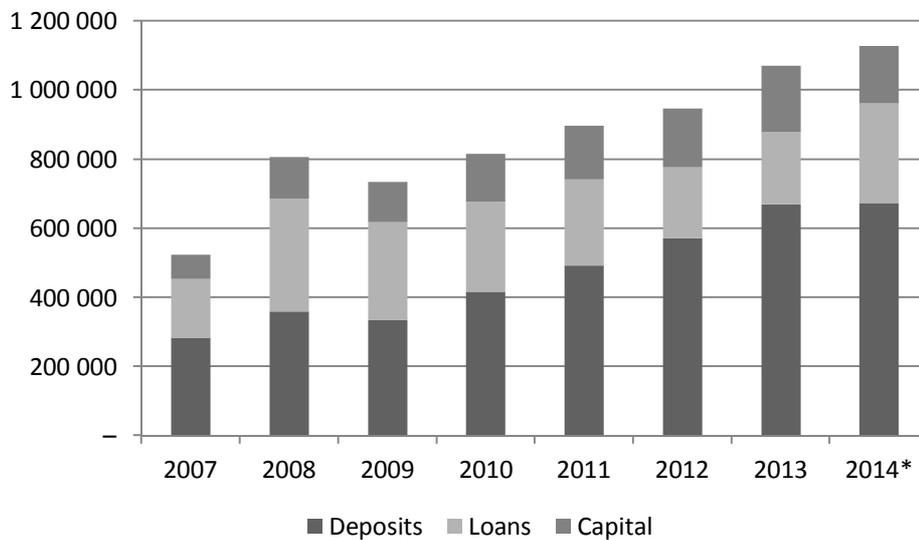


Figure 1 – The dynamics of banks' resources in Ukraine for 2007-2014 years. (Calculated according to the National Bank of Ukraine [1])

* - for the 01/04/2014

One of the significant causes of escalating problems in resources for banking in Ukraine was advancing growth of bank assets relative growth rates of capitalization. Thus the growth rate of assets, loans, commitments and regulatory capital of banks in Ukraine 2005-2010. Far exceeded the growth rate of gross domestic product. During this period the fastest growing bank loans, their volume increased by 8.1 times. Consequently, the ratio of bank assets to GDP increased from 45.5% in 2005 to 86.7% in 2010 [1].

The policy of Ukrainian banks was aimed at accelerating the growth of lending operations, required rapid increase resource base. Therefore, given the problems of the crisis and postkryzovaho period, the most important system optimization socio-economic proportions is, in our opinion, establishing an optimal balance between GDP growth and the growth rate of the most important areas of the bank, including the rate of growth of their assets.

The structure of the main components involved resources resources potential bank Ukraine were individuals' funds and funds of economic entities (tab. 1).

Table 1 - Structure of attracted deposits from domestic banks by sector [1]

Period	Total	Other financial corporations	Government sector	Non-financial corporations	Households
2007	283875	15 343	4 136	95 583	167 239
2008	359740	19 305	2 536	118 188	217 860
2009	334953	15 621	8 586	94 796	214 098
2010	416650	19 022	4 132	116 105	275 093
2011	491756	21 799	3 894	153 120	310 390
2012	572342	20 852	5 929	173 319	369 264
2013	669974	26 174	2 950	195 160	441 951
2014*	673157	28 508	3 729	194 056	442 727

*- for the 01/04/2014

The reason for this rapid growth components involved banks' resources became known pricing banks. In our view, even at constant overall structure of social and economic reproduction, increase the resource base of banks using price instruments sooner or later lead to another collapse.

Particularly problematic for the development of the banking system, and the entire socio-economic system is the lack of long-term resources, search and mobilization which can not be limited to the work of individual banking institutions, and provides a macroeconomic level implementation of a range of important tasks aimed at implementation of appropriate regulatory measures by state [2, 3]. This would be, in particular, include: empowering provide an effective mechanism bank refinancing by the NBU, using the mechanism of differentiation of certain norms regulation of banks in the part concerning the terms of the loan process, the creation of a specialized development bank, the main objective should be the realization of a long-term lending to priority sectors and more. Determination of the formation conditions of the resource base of the bank (on a commercial basis or through the budgetary mechanism) in this case is determined by the peculiarities of the exercise of those strategic objectives, defined state policy in the field of financial software innovation and investment development of the national economy.

Implementation of the proposed set of measures can improve the efficiency of the banks in the formation of the resource base, which is essential for the mobilization of domestic financial resources and thus stimulate investment opportunities and economic growth.

It should be noted that the decision of the Fund party about guaranteed amount to 200 thousand. USD. significantly stimulate the interest of depositors to save money in banks. With the development of the banking system of Ukraine creates new forms and types of deposit accounts (I mean the various savings certificates, joint accounts, retirement savings accounts, investment accounts), for which the law should clearly stipulate the form of guarantee in the event of bank failure. These issues need to be addressed as the emergence of new types of deposits in the Ukrainian financial services market to fund activity has been effective.

World practice shows that an important source of funding, not only the economy, but government deficits are to save the private sector. During the crisis of national production they are an important factor for economic growth and development. Solve problems of Ukraine's economy without recourse to foreign capital can only be effective introduction of new measures to attract private sector funds and their effective deployment, because the higher the share of funds raised bank customers on a long term basis, the more stable the resources of commercial banks, which affect satisfactory on its liquidity and reduce dependence on interbank loans.

Commercial banks in attracting free cash flow necessary to pay attention not only on price but also on non-price methods, including advertising, improved the quality of customer service, expanding the range of bank services, comprehensive services, additional kinds of free services, location of branches in a location as close as possible to customers, scheduling adjustments to customer needs. This is largely dependent on the staff of the bank, which should take into account not only their own interests but also the interests of customers.

Resource Management, Commercial Banks, has two complementary aspects: quantitative and qualitative.

The quantitative aspect is the increased passive operations of banks in order to attract the largest possible amount of resources. We use all possible measures to stimulate attracting deposits and provide storage. Quality control involved side of bank resources is closely linked with the development trends of their placement, allowing the most efficient use of them.

Each of these methods complement each other, so the banks in their practice must not use them separately and together.

In order to increase the bank's equity can apply the following measures:

- Limiting the growth opportunities in risky assets;
- Implementation of a dividend policy;
- Attracting new shareholders;
- Fund-raising subordinated debt.

Direction of increasing bank deposit resources are:

- Development of new deposits, which would meet the growing needs of customers;
- Encouraging fundraising and differentiation through increased interest rates;
- Improving the manner and method of payment of interest;
- The development of a spectrum of additional services to investors;
- Use of various types of securities to raise resources;
- Improving the quality of customer service.

For quality control deposit base of commercial banks following tasks:

- Identify the most profitable customers, ie those that provide greater stability of the deposit base and a higher balance on their account;
- Determine the number of customers should be involved to maintain a specified amount of the deposit base;
- To work to attract the most profitable prospects, however, continue to maintain and former clients;
- Carry out a flexible pricing individually for individual clients.

Conclusions. Thus, one could argue that bank deposits are the main source of population resource banks of Ukraine. They are of strategic importance for the latter, because it is predictable, stable, with a long term accommodation.

Study of Deposit insurance system in Ukraine revealed discrepancy Deposit Guarantee Fund current realities. In particular, as the extent of financial resources - and in Refunds citizens.

Investigation of the role of retail deposits in the formation of banks' resources Ukraine showed that the deposits of the population in recent years become a major component of bank resources - formed by them - 60% - 70% of bank liabilities. It should be noted the growth of household deposits is accompanied by changes in currency section: more common deposits in foreign currency. Positive expectations for the conservation and enhancement of deposits reflected in the monthly growth of individuals in the total bank liabilities. The structure of deposits of population time funds dominated the funds on demand, but in recent years there has been a tendency to increase of demand of individuals under the influence of the spread of the transfer of wages, pensions and other income on current accounts of depositors. The undisputed leader in attracting household savings has long been a Privat, Sberbank and Raiffeisen Bank Aval. These three banks as of April 1, 2014 attracted over 30% of retail deposits on total deposits of the banking system. In 2013, a decrease of interest rates and the main reason for this is the fact that despite the continuing inflow of deposits and restricted in lending in most banks generated excess liquidity. However, at the present stage of development of the Ukrainian economy, there is great potential for increasing the volume of bank deposits, as evidenced by the large amount of cash in the hands of the population. Therefore, it is advisable to build effective bank deposit policy to attract these funds as cheaply as possible.

With a view to increasing banks as a source of active operations should continue to increase the reliability of the banking system, to strengthen its credibility among the population, it is necessary to improve the deposit insurance fund, you should work on improving the process of raising funds population, especially the

creation of a positive image of the bank as one of the most promising to increase market share in retail deposits, the interest to pursue effective policies and so on.

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