

JEL CLASSIFICATION: O31

## INNOVATIVE BANKING PRODUCTS AS THE RESULT OF THE INTELLECTUAL CAPITAL OF BANK

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*Summary. Creating effective financial instruments and mechanisms of financial transactions – is an essential condition for the retention and strengthening leading positions of the banking institution in financial services.*

*To achieve the main goal of the banking business – making a profit – organizations need to create unique products that will single out their competitive advantage.*

*Basis of creation of innovative offers in the banking sector – is ideas proposed by staff that are the result use of their intellectual capital.*

*The article proposed to consider process of creating innovative product by application intellectual capital of the banking institutions and the mechanisms for the development of intellectual capacity in order to create innovative products.*

**Key words:** *intellectual capital, innovation, innovative product, intellectual potential, organization staff.*

At level with main characteristics activity financial and credit institutions as reliability, stability, financial stability, and others. separate sense in the conditions of today becomes such indication as innovation.

In activity in the banking market of Ukraine over 150 financial and credit institutions, number of banks who use innovative mechanisms is very low.

Reason for this in our opinion, is the inefficient use of available intellectual capital in the organization and improper valuation of intellectual components as assets of the institution.

Accordingly, this study determines the urgency role the use of the intellectual capital of banking institution in the creation of innovative products.

International experience shows that under current conditions the long-term development of the economy in general and the financial and credit institutions in particular, depends largely of resource lim-

its are not that, after all, is limited, and the capabilities of the intellectual capital that with skillful politics organization transformed into innovative product .

Creation of innovative product for the bank – is first of all result of introduction of the intellectual potential system of bank staff.

Accent on reviewing the potential bank staff as means creation of innovative products and, therefore, additional possibilities for the banking institution brings up financial and credit institution to a new level of work organization.

Formation, development and effective use of the intellectual potential of the Bank is necessary to innovative mechanism of the banking business.

Introduction of simple in its realization methods development of staff the organization can kept times and increase their competitive advantage in the banking market, same like strengthening banking system of Ukraine in general.

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