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THE FACTORS INFLUENCING THE DEVELOPMENT OF REGIONAL MARKETS FOR BANKING SERVICES

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Summary. Problems of optimization of the operation functioning of the market for banking services plays important role in the reform of economic relations. They provide social and economic

development of the country and its regions. Thus, the study will help to identify the factors functioning of the markets for banking services in the region and in the future will help to ensure their further development.

Key words: *region, market, regional market, the market for banking services, the regional market for banking services.*

Problems of optimization of the operation functioning of the market for banking services plays important role in the reform of economic relations. They provide social and economic development of the country and its regions. A study of regional markets for banking services stipulates the necessity explore factors influencing their functioning and development. The research of regional markets for banking services helps to find ways for further development of the regions. By studying the factors that directly affect the bank activity possible provide rational and effective functioning of regional markets for banking services. Nowadays the development of regional markets for banking services supplies updating of regional economic activity.

By scientists in their research and writings have been addressed factors influencing the development of the region, of the regional market and of the market for banking services. However, scientists have not studied the questions of finding regional characteristics on the development of markets for banking ser-

vices. The paper presents the theoretical foundations of regional banking markets are investigated factors influencing the development of regional markets for banking services. The article was proposed original approach to identify factors influencing the development of regional market for banking services. By authors have been studied the views of scientists in regard to factors influencing the development of the region, the regional market and market for banking services. In turn, this approach allowed the authors single out among of these factors, those which may have common features with the object of our study.

Thus, our study has provided an opportunity to identify the nature and origin the factors that influence the development of regional markets for banking services. Thus, the study will help identify the factors functioning of the markets for banking services in the region and in the future will help to ensure their further development. In turn, the targeting of factors in a positive direction will ensure high performance and development.

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