

The Necessity for Developing the Integrated System of Economic Information on the Bank Services Market in the Conditions of Globalization

La necesidad de desarrollar el Sistema Integrado de Información Económica en el mercado de servicios bancarios bajo condiciones de la globalización

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Content

- [1. Introduction](#)
 - [2. Research methods](#)
 - [3. Literature overview](#)
 - [4. Research results](#)
 - [5. Discussion](#)
- [Conclusions](#)
- [References](#)

ABSTRACT:

Banking business is a special sphere of entrepreneurial activities; managing its effectiveness is an important condition of development of the national economy. Due to quick development of information and analytical technologies and informatization of society, the volumes of data grow exponentially. A reaction to the information boom could be formation and use of the integrated system of economic information for collection, storage, processing, analysis, and distribution of information on activities of the banking sphere for the purpose of managing competition from the state at the modern stage of global development. This system is an important tool that allows determining the main indicators of banking sphere's development for state regulation of competition in bank services market in the conditions of globalization.

RESUMEN:

El negocio bancario es un ámbito muy especial entre las actividades empresariales; administrar su efectividad es una condición importante para el desarrollo de la economía nacional. Debido al rápido desarrollo de la información y las tecnologías analíticas y la información social, los volúmenes de datos crecen exponencialmente. Una reacción al boom de la información podría ser la formación y el uso del sistema integrado de información económica para recopilar, almacenar, procesar, analizar y distribuir información sobre actividades de la esfera bancaria con el fin de gestionar la competencia del estado en la etapa moderna del desarrollo global. Este sistema es una herramienta importante que permite determinar los principales indicadores del desarrollo de la esfera bancaria para la regulación estatal de la competencia en el mercado de servicios bancarios en las

1. Introduction

Openness of economy and presence of competition lead to necessity for developing an integrated system of economic information for the purpose of effective management of competitiveness of the banking sector in the conditions of globalization. Results of banks' activities determine development of the country's economy and social climate in society.

Banks have to compete in a lot of segments of the financial market at the same time – not only with each other but also with other financial institutes: insurance and investment funds, financial companies, etc. Special role in the global changes of the banking business belongs to information technologies. Quite recently, information systems and technologies have been used primarily for automatization of collection and processing of bank information, sometimes – for planning and control on banks; they were viewed as a means of reduction of manual labor and bank expenditures. At present, information technologies are a moving force of radical structural changes in banking business, in view of interaction between human and technologies. This article contributes into the Russian and foreign science, as it solves this problem.

Formation of an integrated system of economic information in the bank services market in the conditions of globalization will allow:

1. Determining the main indicators that determine the development of banking sector in the conditions of globalization.
2. Offering methodology of evaluation of activities of the banking sector on the basis of quantitative and qualitative approaches.
3. Forming the integrated system of collection, storage, processing, analysis, and distribution of economic information on banks' activities.

2. Research methods

The world economy is moving from industry to information. This means that the role of information as a managerial resource grows and information technologies are implemented into the processes of management. At present, information is viewed as especially important resource of organization which directly influences the usage of other resources. The modern socio-economic state of society and economic development of the country are largely determined by the role of banks.

The purpose of this research is to develop and substantiate the necessity for development of an integrated system of economic information in the bank services market in the conditions of globalization. The object of the research is economic relations of the banking sector in the conditions of globalization.

The methodological basis of the research is the dialectical method of cognition. Also, such methods as survey, observation, modeling, study, and generalization were used. The theoretical basis includes the works of the classics of economics, works of Russian and foreign economists on the issues of competition and competitiveness of services, management, marketing, and banking business.

3. Literature overview

General theoretical issues of competition and competitiveness are studied in the works of such authors as G.A. Azoev, A.P. Chelenkov, N.K. Moiseeva, R.A. Fatkhutdinov, V.E. Khrutsky, A.Y. Yudanov, Y.B. Rubin, N.S. Nosova, et al. Various aspects of the problem of bank competition were reflected in the works of such economists as M.R. Mirzaeva, D.S. Mamaeva, A.A. Chumachenko, A.A. Khandruev, et al., who see banking competition as a dynamic process of competition between commercial banks and other credit institutes, within which they strive to ensure their strong position in the bank services market. Large

attention to the notion of competitiveness is paid by such authors as P.S. Zavyalov, L.S. Lozovsky, A.G. Porshnev, and B.A. Rayzberg – they characterize it as a company's capability to compete in the markets with manufacturers and sellers of similar products by providing higher quality, accessible prices, and convenience for consumers. The problems of formation of the system of economic information are studied in the works of such Russian economists as R. Adukov, I.K. Belyavsky, I.S. Berezin, E.P. Golubkov, V.E. Demidov, N.I. Didenko, P.P. Dolgov, V.A. Dubolazov, P.D. Zavyalov, V.A. Klyukach, A.Y. Kibirov, D.S. Lvov, G.A. Titorenko, G.S. Pospelov, V.K. Potemkin, A.V. Poshataev, E.I. Semenova A.A. Shutkov, N.P. Fedorenko, Y.A. Tsytkin, et al. Among the foreign scholars, the largest contribution into development of the theory and practice of the systems of economic information was performed by D. Aaker, I. Ansoff, R.D. G. Carter, G. Collins, J.R. Evans, et al. The problems of increase of effectiveness of information systems are viewed in the works of A.A. Abramov, V.V. Alexandrov, E.V. Volkov, M.A. Gorenburgov, E. Dudinskaya, V.A. Dyatlov, G.V. Lavinsky, L.A. Matveev, A.I. Mishenin, M. Meskon, V.P. Popkova, R.V. Sokolov, et al.

Back in 1940's, the American economist C. Clark predicted the inevitability of emergence of information civilization. In early 1960's, Fritz Machlup and Tadao Umesao suggested the term "information society". The theory of information society was based on an attempt to analyze and generalize socio-economic transformations created by wide distribution of information technologies.

Such scholars as D. Aaker, I. Ansoff, G. Carter, G. Collins, J.R. Evans, et al. contributed into development of the theory and practice of the systems of economic information.

The basic principles of development of Corporate Information systems were set in the work of a German professor Scheer "Design of integrated systems": complex approach to the structure of sub-systems and tasks of automatization of corporate management; provision of work of all modules of the system in the single information space with a possibility for local work of separate sub-systems, groups of users, and jobs; use of the single system of document turnover, provision of the principle of momentaneousness of data entering, the possibility of using the outgoing documents of the system as primary ones; the possibility of work of users related to different business entities with single or autonomous analytical directories; provision of work in the conditions of distributed processing of data; use of common program libraries in all sub-systems, with supporting the single technology of data processing and standard interfaces.

However, development of market economy requires further theoretical consideration and practical implementation of new tasks, related to formation and functioning of an integrated system of economic information on bank services market.

4. Research results

1. The circle of information users is determined. Economic information on bank activities is aimed for users – legal entities and individuals with direct or indirect relation to the results of bank's activities and who use the information for personal purposes.

2. Information sources are selected:

1. Qualitative data – collection is performed on the basis of qualitative methods of marketing research with usage of direct methods of collection of primary information (focus groups and in-depth interviews) and indirect projection methods (association, finishing, construction, expression).

2. Qualitative data received on the basis of:

a) descriptive marketing research with such methods of collection of initial information as survey and observation;

b) causal (experimental) marketing research with the help of experiment.

3. Information needs of information users are determined – a circle of problems which solution requires information, as well as periodicity of their update, level of detalization, and form of presentation are determined.

4. The main variables that determined the effectiveness of banks' activities are formed. The values that are calculated in view of specifics of the targeted market's needs are determined.

5. Methodology of evaluation of bank's activities on the basis of qualitative and quantitative approaches is developed and approbated.

6. The main stages of design of an integrated system of economic information are determined:

1st stage: Organizational stage of design

1.1. Determining the initial provisions for users of the information system: determining the principles of design, creation, and implementation.

1.2 Pre-project cycle:

1.1.1 Determining the goals of bank's activities

1.1.2 Determining the information needs

1.1.3 Analysis of materials and formation of documents for design of economic information system

1.3 Cycle of design:

1.3.1 Technical design

1.3.2 Work design

1.4 Start of the work of the integrated system of economic information

1.4.1 Preparation

2ns stage: Stage of start of work

2.1. Industrial stage

2.1.1 Startup and control over functioning of the economic information system

7. Approbation of the integrated system of economic information. For the purpose of authenticity and objectivity of the results, approbation of the system will be performed by the example of the regions with different socio-economic position – namely, Kirov Oblast, Nizhny Novgorod Oblast, Orenburg Oblast, Penza Oblast, Perm Krai, the Republic of Mari El, the Republic of Tatarstan, Saratov Oblast, and the Chuvash Republic. The research object is banks on these territories, as well as legal entities and individuals who use bank services. Quantitative indicators will be determined on the basis of economic results of banks' activities. Qualitative indicators will be determined on the basis of customers, legal entities, and individuals' accepting bank services. Fifty legal entities and fifty individuals who use bank products and services on the set territories.

2. Creation of information base for collection, storage, processing, and distribution of information on banks' activities for the purpose of management of competition from the state in the conditions of globalization.

3. Evaluation of economic effectiveness of banks' activities.

4. Formation of the main directions of development of the banking sector and the socio-economic security of the country on the whole.

5. Development of the organizational and economic mechanism of influence on national competitiveness through the banking sector for the purpose of supporting the country's economic security.

5. Discussion

Despite the large number of studies that are close to the subject, there is no single complex interdisciplinary approach that would allow receiving the integrated system of economic information for development of the organizational and economic mechanism of influence on

the banking sector for the purpose of provision of competitiveness and socio-economic security of the state in view of interaction between human and technologies.

Various methods of evaluation of effectiveness of bank's activities. However, there is no comprehensive system. In view of these peculiarities, banks use a lot of various methods for evaluating the effectiveness of their activities. Evaluation of effectiveness of bank's activities on the basis of quantitative methods supposes calculation of effectiveness in value terms. Qualitative methods of evaluation suppose calculation of the score of effectiveness. Effectiveness score is presented in estimate and value terms.

Formation of the integrated system of economic information for state regulation of competition in the bank services market in the conditions of globalization on the basis of interdisciplinary approach allows becoming:

- 1) the basis of influencing the banking sector of economy for the purpose of provision of competitiveness and socio-economic security of the state in view of interaction between human and technologies at the modern stage of global development;
- 2) the basis of evaluation and increase of effectiveness of management of bank organization by means of providing the managers and specialists with full, quick, and authentic information.

These theses are topical, as globalization of the national economy and growth of instability reflected on the banking sector of economy.

Thus, the problem of developing the main vector of development of the national economy in the conditions of the global financial crisis by creating the integrated system of collection, storage, processing, analysis, and distribution of economic information on banks' activities for the purpose of provision of competitiveness and socio-economic security of the state is very topical, and solving it is very important for future development of the state.

6. Conclusions

The banking system is a part of the country's economic system. This means that activities and development of banks should be viewed in close connection to production, turnover, and consumption of material and non-material benefits. Banks are a part of the mechanism of regulation of economic life. They interact with budget and tax systems, the pricing systems, the policy of prices and incomes, and the conditions of foreign economic activities. This means that success of a lot of socio-economic transformations in the country largely depends on functioning of the bank system.

The received information is processed for development of adequate reaction and behavior. Violation or distortion of the process of information and analytical activities leads to violation of ties with reality. Lack of adequate information on the real competitive environment may lead any organization to degradation. Due to quick development of information and analytical technologies, the Internet, and society's informatization, the volumes of data grow quickly. A response to the information boom could be formation and use of the integrated system of economic information for collection, storage, processing, analysis, and distribution of information on banks' activities for the purpose of management of competition from the state at the modern stage of global development.

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[Index]

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