

Content

Introduction.....	4
Chapter 1. ACTIVITIES OF BANKS IN PANDEMIC CONDITIONS..	7
1.1. European priorities for the small and medium-sized businesses development in the context of COVID-19.....	7
1.2. Study of the COVID-19 pandemic crisis impact on the Ukrainian banks' activities.....	20
1.3. The model of anti-crisis management of the bank.....	46
Chapter 2. DIGITAL DIRECTIONS OF CHANGES IN BANKS' ACTIVITIES.....	67
2.1. Features of digital transformation of the banking sector.....	67
2.2. Financial and technological products of the banking sector.....	80
2.3. Data Science methods for financial resources involvement.....	89
Chapter 3. DIGITALIZATION OF THE ECONOMY AS A STIMULUS FOR THE DEVELOPMENT OF THE BANKING SECTOR.....	106
3.1. Introduction of Ukrainian cryptocurrency as a tool for the development of the digital economy.....	106
3.2. Blockchain technology in the banking sector.....	113
3.3. Fintech companies: the current state and prospects of influence on the development of the financial market of Ukraine	120
Conclusions.....	138
References.....	142
Figures.....	162
Tables	164