

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"
Chair of Innovative Management

Master's Thesis

**RESEARCH ON BANK MARKETING STRATEGY UNDER THE
BACKGROUND OF INTERNET FINANCE**

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Admitted to Master's thesis defense
on

"__" _____ 2021

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 69 p., 6 tables, 7 figures, 19 sources

The aim of the study is to develop a bank marketing strategy in the context of the digital transformation of the banking industry.

In order to achieve the above stated goals, the following **objectives** have been developed:

1. Analysis of traditional types of bank business
2. Analysis of the contemporary Digital Finance environment
3. Analysis of the current state of online marketing in Chinese banks
4. Development of recommendations for improving banks' marketing strategies

Object of the research: Commercial banks of China.

Subject of the research: e-banking marketing strategy during the period of digital transformation.

Research methods: literature research method, case analysis method, comparative analysis method.

Realm of the possible practical application: proposed solution can promote the transformation and development of business activities in the banking field and other organizations in today's era.

The author confirms that the analysis materials provided in this thesis are correct, and objectively states the research process. All theories, methods, and method provisions and concepts can be used by others.