

THE IMPACT OF DIGITALIZATION ON THE BANKING INDUSTRY AND FINANCIAL ECONOMY IN BELARUS

R. Li

PhD student, Belarusian State University, Minsk, Belarus, lrong9808@gmail.com

Supervisor: **E. K. Volkova**

PhD in economics, associate professor, Belarusian State University, Minsk, Belarus, gfu.vek@yandex.ru

This paper explores the impact of digitalization on the banking industry and financial economy in Belarus. The rapid advancement of digital technologies has revolutionized the way banking services are delivered, leading to improved efficiency, convenience, and accessibility for consumers. Mobile banking apps, digital payment solutions, and fintech innovations have reshaped the financial landscape in Belarus, promoting financial inclusion and enhancing customer experience. Regulatory frameworks implemented by the National Bank of the Republic of Belarus have ensured the security of online transactions and fostered trust among consumers. As digitalization continues to drive transformation in the banking sector, we can expect further advancements in technology, services, and regulatory frameworks to shape the future of finance in Belarus.

Keywords: digitalization; banking industry; financial economy; mobile banking apps; digital payment solutions; fintech innovations.

ВЛИЯНИЕ ЦИФРОВИЗАЦИИ НА БАНКОВСКУЮ ОТРАСЛЬ И ФИНАНСОВУЮ ЭКОНОМИКУ БЕЛАРУСИ

Ж. Ли

аспирант, Белорусский государственный университет, г. Минск, Беларусь, lrong9808@gmail.com

Научный руководитель: **Е. К. Волкова**

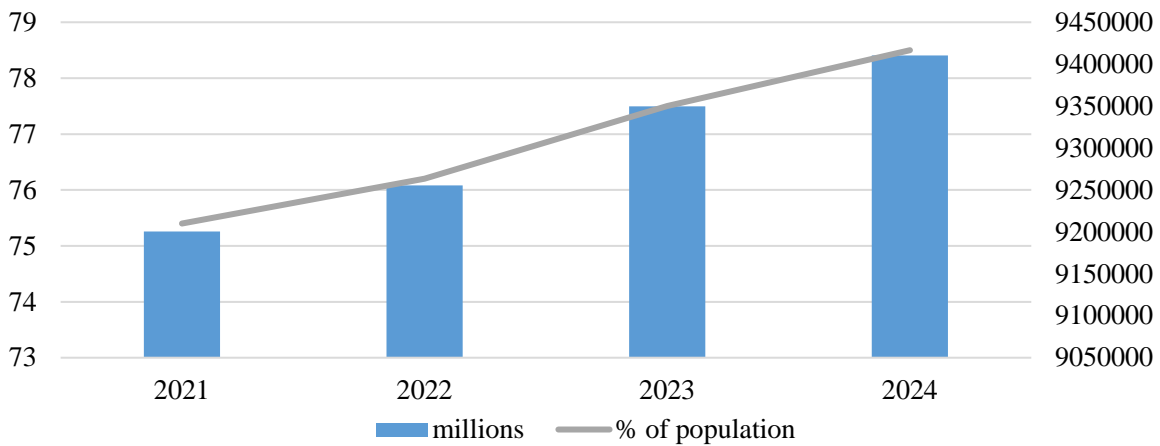
*кандидат экономических наук, доцент, Белорусский государственный университет,
г. Минск, Беларусь, gfu.vek@yandex.ru*

В данной статье рассматривается влияние цифровизации на банковскую отрасль и финансовую экономику Беларуси. Стремительное развитие цифровых технологий произвело революцию в предоставлении банковских услуг, что привело к повышению эффективности, удобства и доступности для потребителей. Мобильные банковские приложения, цифровые платежные решения и финтех-инновации изменили финансовый ландшафт в Беларуси, способствуя расширению доступа к финансовым услугам и улучшению качества обслуживания клиентов. Нормативно-правовая база, внедренная Национальным банком Республики Беларусь, обеспечила безопасность онлайн-операций и способствовала росту доверия среди потребителей. Поскольку цифровизация продолжает стимулировать преобразования в банковском секторе, можно ожидать дальнейшего развития технологий, услуг и нормативно-правовой базы, которые будут определять будущее финансов в Беларуси.

Ключевые слова: цифровизация; банковская отрасль; финансовая экономика; мобильные банковские приложения; цифровые платежные решения; финтех-инновации.

The impact of digitalization on the banking industry and financial economy is a significant and ongoing trend that has transformed the way financial services are delivered and consumed. Digitalization has enabled banks to streamline their operations, enhance customer experiences, and offer innovative products and services [1].

One key aspect of digitalization in banking is the shift towards online and mobile banking platforms. Customers can now access their accounts, make transactions, and manage their finances conveniently from their smartphones or computers. This has led to increased efficiency, reduced costs, and improved accessibility for customers, especially in remote or underserved areas. Furthermore, digitalization has also paved the way for the development of new financial technologies (fintech) that are disrupting traditional banking models. Fintech companies leverage technology to offer alternative financial services such as peer-to-peer lending, robo-advisors, and mobile payment solutions. These innovations are challenging traditional banks to adapt and evolve in order to stay competitive in the rapidly changing landscape. Additionally, digitalization has facilitated the rise of online banking platforms that offer a wide range of services beyond traditional banking, such as personal finance management tools, budgeting apps, and investment platforms. This convergence of banking and technology has blurred the lines between financial institutions and tech companies, creating new opportunities for collaboration and partnerships [2].



Digital banking users in Belarus, 2021–2024

In recent years, Belarus has witnessed a significant shift towards digitalization in the banking sector. Banks in Belarus have invested in modernizing their infrastructure, adopting digital channels, and offering online banking services to meet the evolving needs of customers. This has led to improved efficiency, convenience, and accessibility of banking services for Belarusian consumers.

The rise of mobile banking and digital payment solutions has transformed the way Belarusians manage their finances. Mobile banking apps and digital wallets have gained popularity among consumers, enabling them to make transactions, pay bills, and transfer funds conveniently from their smartphones. This shift towards digital payments has reduced the reliance on cash and traditional banking methods in Belarus.

The Belarusian government has introduced regulations to promote digitalization in the banking sector and ensure the security of online transactions. The National Bank of the Republic of Belarus (NBRB) has implemented measures to enhance cybersecurity, protect customer data, and promote the adoption of digital technologies by banks. These regulatory initiatives aim to create a secure environment for digital banking services and foster trust among consumers [3].

The emergence of fintech startups in Belarus has contributed to the digital transformation of the banking industry. Fintech companies in Belarus offer innovative solutions such as peer-to-peer lending platforms, digital payment systems, and blockchain-based services that cater to specific

customer needs. Banks in Belarus are increasingly collaborating with fintech firms to leverage their expertise and technology to enhance their offerings and stay competitive in the market.

Digitalization has played a key role in promoting financial inclusion in Belarus by expanding access to banking services for underserved populations. Mobile banking apps and digital payment solutions have enabled individuals in remote areas or with limited access to traditional banking services to participate in the formal financial system. This has helped reduce financial exclusion and empower individuals to manage their finances more effectively [4].

Overall, digitalization has had a positive impact on the banking industry and financial economy in Belarus, leading to enhanced customer experience, increased adoption of digital payments, regulatory compliance, fintech innovation, and improved financial inclusion. As Belarus continues to embrace digital transformation in the banking sector, we can expect further advancements in technology, services, and regulatory frameworks to shape the future of finance in the country.

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