NEOBANKING: FOREIGN EXPERIENCE AND UKRAINIAN PERSPECTIVE

In the financial system, banks play a major role as they are an important condition for further economic development of the country and generally contribute to the growth of the entire economy. Given the rapid pace of financial technology development, such as the advancement of information and digital technologies, the global availability of the Internet and mobile communications, which are generating generations of smartphones and tablets, there is an increased interest in online stores, social networks, search engines.

All this forces the banking system to introduce innovative technologies, develop directions and models of management in order to be competitive in the banking market and promote the emergence of new types of banks, the so-called "non-banks".

For Ukraine, this type of banks is new, while foreign banks are already successfully conquering the market. Therefore, there is a need to study the development of neo-banks in the realities of the Ukrainian banking system. The authors investigate the economic nature of a new type of banks, the so-called "non-banks". The main advantages of non-banks over traditional banks are investigated, problems and disadvantages of development of virtual banks are investigated. The foreign experience of development of non-banks is considered and the top 10 online banks of the world in 2019 according to GoBannkingRate are presented. The only Ukrainian neobank - Monobank, its peculiarities of functioning - was also investigated. On the basis of the analyzed data, conclusions are drawn regarding the prospects for the development of non-banks in Ukraine in the realities of today.