

фінансову стабільність, в той час як для країн, що розвиваються головними чинниками є – місцева платіжна ефективність та інклюзивність [4].

Найближчими до імплементації наразі є проекти Китаю та Швецька е-крона [2].

У грудні 2018 року Національний банк України провів власний пілотний проект Е-гривня, який не передбачав створення ЦВЦБ, але підтвердив готовність центрального банку до розвитку та змін.

Як ми бачимо більшість центральних банків світу готуються до трансформації банківської системи та продовжують дослідження ЦВЦБ, однак відмінності між потребами різних країн можуть спричинити появу технічно несумісних моделей ЦВЦБ, як наслідок - їх локалізацію у межах кордонів, подібно до готівки.

Отже, у майбутньому цифрові валюти центральних банків можуть стати альтернативою паперовим грошам, що стане логічним продовженням еволюції грошей та у довгостроковій перспективі сприятиме збільшенню ефективності фінансового ринку.

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## **FINTECH AND ITS EFFECT ON OUR LIFE**

Financial technology exists almost as much as the financial services industry. But after the 2008 economic downturn, companies with more efficient and advanced technologies have displaced traditional e-commerce service providers. Today we use fintech everyday. Every transaction made via ApplePay, GooglePay or Privat24 is possible owing to fintech industry.

Fintech (financial technology) - a new financial industry that applies technology to improve financial activities. It is used to help companies manage the financial aspects of their business, including new programs and applications, processes and business models. Today fintech has become the basis for all online transactions - money transfers, lending, utility bills, etc.

Easy online access to financial services, quick credit approval and free payments for individuals - all of the innovations that have made fintech popular.

There are several advantages and disadvantages of Fintech. Among advantages are:

1. Speed. Fintech services are typically provided online, so they increase accessibility and speed up the rate of approval for finance or insurance.
2. Better Service. FinTech companies do not need to invest in physical infrastructure, so they will be able to offer consumers better services than traditional companies.
3. Accessibility. People can buy more products and services because they can be purchased remotely, regardless of location.
4. Personalization. FinTech firms can more easily react to consumers' individual needs because they collect and store more customer information.

5. Security. FinTech companies invest a lot of money in security to keep user's data safe. For example, some companies use technologies like biometric data and encryption.

And disadvantages are:

1. Technological risks. Fintech companies collect a lot of private information about us. As a result, our personal information may be misused or you may be a victim of a cybercrime.
2. Firing from jobs. The main thing in fintech is automation. It means that fewer people will be needed to perform financial services.

A report by Deloitte at the World Economic Forum uncovers eight disruptive forces that have the potential to shift the competitive landscape of the financial ecosystem:

- Cost commoditization: Financial institutions are embracing new technologies to accelerate commoditization of cost drivers.
- Profit redistribution: The location of profit pools within and between value chains are shifting with new technologies.
- Experience ownership: Distributors will enjoy a position of strategic strength as owners of customer experience; manufacturers are expected to become hyper-scaled and hyper-focused.
- Platforms rising: Financial institutions are shifting to multiple-provider platforms as a channel to distribute and trade across geographies.
- Data monetization: Financial institutions are starting to use a combination of data strategies to follow the lead of tech firms in data monetization.
- Bionic workforce: New technologies such as Artificial Intelligence will mean major shifts to financial institutions' workforces.
- Systemically important techs: Financial institutions of all sizes rely on large tech firms' capabilities.
- Financial regionalization: Diverging regulatory priorities and customer needs is making way to tailored regional models of financial services.

Fintech companies strongly affected our everyday lives. Over time, more and more people will become annoyed when forced to visit a physical banking office for financial transactions and choose mobile app or web-app. Traditional banks will be forced to modernize or to disappear. They can't rely only on deposits, loans and current accounts as the backbone of their business. Competitors from fintech companies are already pushing banks out of the most active industries, turning them into purely utilitarian institutions. The future of the banking industry will depend on digital technologies and advanced analytics to provide services that help clients better manage their finances with less efforts. As both financial and technology companies show a broader view of the banking business, offering both banking and non-banking services, the ultimate winner in this situation will be the consumer, regardless of which company he chooses.

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