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REGULATORY APPROACH BANKING MARKET UKRAINE

The article deals with the regulation of the banking market through economic instruments. The author proposed the concept of regulation of the banking market, which is presented as a staged procedure and allows not only evaluating the effectiveness of the components of the mechanism of regulation of the banking market, but also clearly identifying the type of the instrument of tax policy for the country's banking market.

The importance of state regulation of the banking market, primarily due to the need to ensure the unity of the market supervision of the financial institutions and the protection of consumers of banking services. However, despite the presence in the management of the banking market of one regulatory entity regulatory mechanisms influencing the market of banking services to the process of transforming the world economy are complex and include tools of tax policy. Especially in cases when the state confronts a daunting task finding the best option to ensure security and stability on the one hand, and the need for economic growth and market efficiency – is on the other. There is also important question about finding the most effective tool for regulating banking market, which will encourage the development of the banking market services and provide a positive effect on the economic system as a whole.

The current system of regulation of the banking market was formed during the 1991-2002 biennium. Through the efforts of the state and the major participants in the banking, market was created the legal framework for the activities of commercial banks and its regulation. Ukrainian legislation establishes the main regulatory body, the National Bank of Ukraine.

Market banking is a specific market; government regulation of the market in current conditions should not only include the traditional elements of procedural regulation of the National Bank of Ukraine, but also highly effective tools to use tax policy. The proposed concept in regulating of banking services market exists not only to evaluate the effectiveness of the regulation mechanism components in the banking market. Moreover, also it's clearly identified the type of the instrument of state tax policy to the market of banking services to identify the main directions of the tax administration adjustment and justify quantitative target parameters of their operation, provide incentives of market development. It's based on the results within the concept proposed by the author developed a comprehensive strategy for improving the impact of tax policy on the regulation of the banking market of Ukraine.