BUSINESS BANKING IS BEING TRANSFORMED IN A MODERN CORPORATE ENVIRONMENT WITH THE HELP OF MODERN MECHANISMS

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Annotation. *In the article, the transformation of corporate governance in joint-stock commercial banks today is the importance of applying digital technologies to the corporate governance process and the research of scientists from Uzbekistan and abroad in this regard, the essence of corporate governance , the activities of the corporate enterprise manager, the interests of shareholders and investors, corporate governance - the activities of a corporate enterprise in the.*

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Today, the transformation of corporate governance in joint-stock commercial banks requires the application of digital technologies to this corporate governance process.

Scientists who are interested in the processes of using digital technogologies in the processes of Service and management in banks express different scientific views in their work. R.Marito ..digital transformation provides for the widespread introduction of modern methods of providing banking services. The number of Bank branches is decreasing, many services are being transferred to online services, especially when digital technologies are used in the issuance of loans or investment of funds[50].S.Matt, T.Hess and A.In the scientific work of the benlians, the main trends in the digital transformation of banks are the integrated automation of business processes, including the introduction of SRM systems (a system of interaction with customers), the transfer of customers to remote service channels via the Internet and mobile devices. Some banks have introduced biometric identity elements, are implementing projects in the field of blockchain technologies, and have created ecosystems with Fintex companies. The availability of a wide range of electronic channels for service has allowed banks to create targeted applications and offer services to customers based on analysis of transaction movement and service history[51].

S.V. Eshtokin believes that the process of digital transformation of the direct banking industry can be understood as the active use of digital technologies aimed at increasing

[50]Martino P., Schaffner J. Raqamli transformatsiyaning bank operatsion modellariga ta'siri. Deloitte. 2015 yil.

[51]Matt C., Hess T., Benlian A. Raqamli transformatsiya strategiyalari // Biznes va axborot tizimlari muhandisligi. 2015. jild. 57. No 5. B. 339-343.

the efficiency of banking activities. With digitization, various innovative technologies are being introduced that contribute to the development of the digital economy, simplifying the interaction of commercial banks with customers and government bodies. . S.Yu. In Perseva's scientific work, Fintex is a dynamic segment located at the intersection of financial services and technology sectors, in which technological startups and new market participants apply innovative approaches to products and services currently offered by the traditional financial services sector.[52]

M.I.Ivleva believes that a digital bank is a branch-free bank operating using an electronic circuit model. The digital network is the basis of the digital bank, and the call center, Internet banking, mobile banking and branches are only auxiliary additions to the foundation laid. There are several stages of changes in the banking system (Figure 1).

G.Yu.Analysis of banking trends "mukharaeva" allows us to identify two possible bulgan approaches to the formation of the development strategy of a credit organization:

- uz development of innovations;

- focus on cooperation with fintex startups. Fintex startups work as part of the National Technology Initiative aimed at implementing the G20 innovation growth contours developed at the G20 meeting on September 5, 2016 [10].

Today it is worth noting individual fintex startups on a global scale, whose technologies can become revolutionary for the Russian banking system [6]:

– fintex startup with Ripple tulov system, which allows banks around the world to liquidate transactions without intermediaries and guarantees the security of funds;

- Circle technology, this is an app for social networks, through which you can share messages and donate money;

- Deposit solutions Technology, which includes a platform for offering deposits from different banks.

At the same time, customers of the system do not need to open an account in interested banks, but only connect an existing account in another bank[53].

K.Yu. Reshetov and M.V.Losevas - " as part of the description of the features of digital technologies in the management of commercial banks, it is worth noting that they affect digitization and business models. In this process, three main components can be distinguished:

1.Digitalization of customer service exchange, which includes a digitization procedure in order to better understand the needs of customers and increase income by increasing the volume of sales of banking services.

[52]Перцева С.Ю. Финтех: механизм функционирования / С.Ю. Перцева // Инновации в менеджменте. 2017. №12. — С. 50–53..

[53] Mukharaeva Gerel Yurievna Strategy development taking into account the latest banking trends // Business strategies. 2020. No.6. pp.147-149

2.Digitalization of the operation process, which involves automation of operational banking and the elimination of efficiency management using digital technologies.

3. It is a business model and management that includes the procedure for the introduction of new management and organizational technologies, as well as the integration of new digital business models that expand the areas of activity of banks.

There have also been several new markets of products and services based on the use of the capabilities of the Internet network and informason technologies, as well as messengers, aggregators, Internet search engines, Internet advertising, e-learning, etc. In the current period, the popularity of social networks is also increasing. This creates new opportunities for the development of society, the improvement and management of e-business. Economist scholars have outlined various Fictions On The Internet. Where there is the Internet, the economy develops, and industrial enterprises strive for cities with a high Internet speed N.Nigraponte. Now firms and organizations do not require Office Space, Data Centers for conducting business, while the creation of informational systems does not need to attract large amounts of investments. In the words of Bill Gates"....it is harmful to know that today the use of digital technologies is extremely relevant, adding that if you are trading without the internet, then the subconscious is outside the trading processes.

According to literary analysis conducted on the basis of several scientific studies, digital transformation has a significant impact on the development of the banking industry. Digital transformation has accelerated their development, providing new opportunities for banks. But in this process, when switching from traditional systems to digital systems, it is necessary to provide additional training to employees. It is also required to regularly update the system due to the risk of cyber attacks. Digital transformation allows banks to improve their performance and provide better customer service. However, it is necessary to focus on technology, regulation and changes in the culture of the organization. For a successful digital transition, banks must adopt the right strategy, strengthen technology infrastructure and take into account customer needs.

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