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POSTCRISIS RESTRUCTURING OF INTERNATIONAL BANKING GROUPS' BUSINESS MODELS

The global financial system has survived the global financial crisis, which was caused by the bankruptcy of the American investment bank Lehman Brothers. While the presence of international banking groups in the world markets has increased in general, tendencies and current models of penetration at the domestic financial market differ significantly depending on the host country.

Before the financial crisis of 2008-2009 there were no serious doubts in the benefits of integrated banking system in Europe. However, the aforementioned financial crisis has highlighted the presence of risks associated with international banking and the presence of foreign banks in the banking system of the host countries.

Many foreign researchers have studied the potential benefits and risks of the presence of these agents on the market of the host countries. However, the post-crisis tendencies of the restructuring of business models of international banking groups as key agents of influence on the economic development of host countries aren't disclosed.

The study identified tendencies in the post-crisis restructuring business models of international banking groups in the global business environment, the specificity of strategic orientation of their activities in the markets of developing countries.

Financial Stability Board G-20 has compiled the list of international financial groups that create systemic risks for the global economy and therefore require cross-border

supervision. The list includes 30 international financial groups, which include 6 insurance and 24 banking groups from North America, UK, Europe and Japan.

During the global financial crisis, international banking groups are actively engaged in adjusting their business models in order to meet and satisfy future regulatory requirements. Some of the major banking groups have made the sale of assets in order to obtain profitable investment opportunities.

During the period 2006-2012 the geographical positioning of international banking groups in the global business environment has changed, some regions show an active process of withdrawal of foreign assets. International banking groups have made significant changes to their business strategy during progressive financial crisis: the use of buffers in the necessity of the impoverished capital replacement, the risk transactions reducing, the adaptation to changing market conditions through the use of global asset portfolios. The tendencies of the largest international banking groups' privatization are the part of anti-crisis strategy of their development.

The fast sale of assets was typical for a small number of international banking groups, but is usually dealt with all global players of the financial sector and was in the planning stages of its privatization.

The tendencies of the strategic guidelines of international banking groups in the markets of the developing countries remain fairly stable. Only in some countries, international banking groups that have been very successful, change its regional business presence (eg., the Spanish group in Latin America). Conversely, French, German and British banking groups are expanding regional foreign presence. In case of these strategic tendencies in the international banking groups development it is necessary to focus on expanding regional presence of the financial sector global players of the market economies in Europe and Latin America.

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