

JEL CLASSIFICATION: M41, G21, O31

DEVELOPMENT AND IMPLEMENTATION OF BANK INNOVATION: ACCOUNTING APPROACH

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Summary. In the article identify essence of banking engineering, disclose the basic stages of banking engineering. Based on the analysis of the costs arising in each of the above stages, shows how the formation of the cost of innovative banking products.

Key words: *innovative banking product, banking engineering, banking innovation, accounting.*

Theoretical foundation of banking engineering is not enough. The expediency of the use of the concept of banking engineering as a process of development and implementation of innovative banking products to meet customers' needs and self-interest of banks have been proved, which is caused by changes in the external and internal environments of their functioning.

The stages of the development and implementation of innovative banking products offered by various researchers have been analyzed. The paper defined that the proposed scheme does not disclose all possible options for creating a sequence of innovative banking products. The main stages of the banking engineering (information gathering, processing, development, legal protection, implementation, evaluation) have been defined and the expenses that arise at each of them have been disclosed.

According to the developed scheme almost each of steps of banking engineering (information gathering, processing, development, legal protection, the introduction), the bank bears the cost, the cost of forming innovative banking products. During the implementation phase, when in fact the product is already being implemented, the bank actively resorted to marketing activities, the main of which is to conduct promotions. These costs are recognized as expenses of the period. The actual cost of the product is formed at the stage of assessing, so the expenditures carried out in a given time interval, is already included in the cost of reporting period. The cost of the formation of banking products will include the costs associated with its development in the further activity. Thus this banking product loses the status of innovation. The scheme of accounting of formation of the banking engineering has been developed.

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