

JEL CLASSIFICATION: E42, F33

## THE FEATURES OF FUNCTIONING OF CREDIT UNIONS AND THEIR PLACE IN FINANCIAL AND CREDIT SYSTEM

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*Summary. The article deals with the features of functioning of credit unions in financial services market. Considers the importance of the value of credit unions in the overall system of non-bank financial institutions. Analyzes basic indicators of their activity.*

**Key words:** *credit unions, financial services market, financial service, regulatory basis, deposit portfolio, loan portfolio.*

The article deals with the features of functioning of credit unions and finding out their place in the finance credit system of Ukraine.

The study examines the essence of financial services, gives the list of operations that belong to the digit of financial services and can be conducted on the territory of Ukraine. Realization of financial services related with accumulation and moving cash takes place with participation of financial market, that come forward as financial mediators at that market.

Financial services in Ukraine can be given by banking and by non-banking institutions that are divided into a credit and other financial institutions. Among credit institutions credit unions are particularly important. They are an effective institute in the accumulation of money and satisfaction of social and economic needs.

The article gives a detailed analysis of the system of legal acts and with the help them government control and supervise the functioning of credit unions.

The research of quantitative changes in the structure of non-banking financial market during 2011–

2013 were held in order to assess the importance of the value of credit unions in the overall system of non-bank financial institutions.

Describing the dynamics on the non-banking financial services market during the investigated period, it is necessary to note the growing of number of financial institutions. Quantitative changes of credit unions in the structure indicate that the unions are more popular among credit institutions. These changes can be explained by the fact that the services of credit unions are available, they have certain advantages in comparison with other credit institutions, for example, provide guarantees transactions.

Study of credit and deposit portfolios of credit unions for 2013 made it possible to argue about the diversity of deposit and credit programs and high need loans programs, which cater to all the needs of users. Increasing the number of credit unions and their members in 2013 is a positive phenomenon that explains the ease and accessibility of services compared to other credit institutions on financial market.

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