



# **ЕКОНОМІКА, ФІНАНСИ, МЕНЕДЖМЕНТ:**

**АКТУАЛЬНІ ПИТАННЯ НАУКИ І ПРАКТИКИ**

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**BUSINESS ACTIVITY  
AND FINANCIAL  
RESULTS OF THE  
ACTIVITIES OF  
BANKING  
INSTITUTIONS**

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*This article presents the theoretical and practical problems of managing the bank's business activity and financial results.*

*It is grounded that the management of business activity is a very responsible and complex process, in which the professionalism of management personnel plays the main role. Only clear and competent decisions made on the basis of economic analysis can give a result that will increase the efficiency of the enterprise.*

*The study of business activity is based on the calculation of coefficients that more correctly reflect its state from a financial point of view, coefficients of the dynamics of the development, use of the resources and capital, receivables and payables, including labor resources.*

*It has been proven that for the activity of a modern banking institution, the analysis of the financial results of its activity is quite significant. In particular, financial analysis of banks' activities is important for clients. After all, clients are more willing to trust their own investments only to competitive and financially stable banking institutions of the state. The example of the liquidation and bankruptcy of a large number of banking institutions in Ukraine and subsequent problems with the return of deposits to their depositors attracts the attention of an increasing number of the ordinary citizens to the analysis of the bank's financial results.*

*Earning a profit plays an important role in the activity of a banking institution. Obtaining profit by the bank allows to obtain the maximum information for determining the financial stability of the bank. In the future, this assessment will provide an opportunity to draw conclusions about the development prospects and financial situation of the bank both for its customers, creditors, depositors, and for the NBU, which constantly supervises the activities of banking organizations.*

*Practical aspects of the subject under study are presented on the example of JSC CB «Privatbank». It was analyzed that JSC CB «Privatbank» is actively developing: there is an increase in assets for the period 2019-2021 and the main indicator of the bank's activity efficiency – profit. Analyzing the main indicators of business activity and profitability of JSC CB «PrivatBank», it is worth noting that in 2019-2021, all indicators corresponded to the recommended values, however, in 2020, indicators of profitability of assets, profitability of capital and net interest margin decreased significantly.*

**Key words:** Privatbank, business activity of the bank, financial results of the bank, work efficiency, banking institution.

**Tabl.: 3. Fig.: 5. Ref.: 14.**

**ДІЛОВА АКТИВНІСТЬ І ФІНАНСОВІ РЕЗУЛЬТАТИ ДІЯЛЬНОСТІ  
БАНКІВСЬКИХ УСТАНОВ**

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*У даній статті представлені теоретичні й практичні проблеми управління діловою активністю та фінансовими результатами банку.*

*Обґрунтовано, що управління діловою активністю – це дуже відповідальний і складний процес, у якому головну роль відіграє професіоналізм управлінського персоналу. Тільки чіткі й компетентні рішення, прийняті на основі проведеного економічного аналізу, можуть дати результат, який підвищить ефективність роботи підприємства.*

*Вивчення ділової активності ґрунтується на розрахунку коефіцієнтів, які більш коректно з фінансової точки зору відображають його стан, коефіцієнти динаміки розвитку, використання ресурсів і капіталу, дебіторської і кредиторської заборгованості, зокрема трудові ресурси.*

*Доведено, що для діяльності сучасної банківської установи досить вагомим є проведення аналізу фінансових результатів його діяльності. Зокрема, здійснення фінансового аналізу діяльності банків є важливим для клієнтів. Адже клієнти довіряють більш охоче власні вкладення лише конкурентоспроможним і фінансово стійким банківським установам держави. Приклад ліквідації та банкрутства великої кількості банківських установ в Україні й подальші проблеми з повернення вкладів їхнім вкладникам привертає увагу все більшої кількості пересічних громадян до аналізу діяльності фінансових результатів банку.*

*У діяльності банківської установи отримання прибутку відіграє вагоме значення. Отримання прибутку банком дає змогу одержати максимальну інформацію для визначення фінансової стійкості банку. Ця оцінка у подальшому надасть можливість зробити висновки щодо перспектив розвитку й фінансового становища банку як для його клієнтів, кредиторів, вкладників, так і для НБУ, який постійно наглядає за діяльністю банківських організацій.*

*Практичні аспекти досліджуваної тематики представлені на прикладі АТ КБ «Приватбанк». Проаналізовано, що АТ КБ «Приватбанк» активно розвивається: спостерігається зростання активів за період 2019-2021 роки й головного показника ефективності діяльності банку – прибутку. Аналізуючи основні показники ділової активності й прибутковості АТ КБ «ПриватБанк», варто зазначити, що у 2019-2021 рр. усі показники відповідали рекомендованим значенням, проте у 2020 р. показники прибутковості активів, прибутковості капіталу й чиста процентна маржа суттєво зменшилися.*

**Ключові слова:** АТ КБ «Приватбанк», ділова активність банку, фінансові результати банку, ефективність роботи, банківська установа.

**Табл.: 3. Рис.: 5. Літ.: 14.**

**Formulation of the problem.** The main indicator of increasing the efficiency of the use of the banking institution's resources is the management of their business activity and financial activity. This makes it possible to objectively assess the financial condition of a business entity that carries out banking activities, with the aim of promptly correcting it. In today's conditions, it is important for banking institutions to conduct a timely analysis of the financial results of their activities for their successful functioning. The guarantee of successful development of a banking institution is constant monitoring of financial results and work on their stabilization.

Stable financial results are the main element of the success of a banking

institution and a guarantee of stable long-term development. Therefore, given the need for our country and, first of all, its banking institutions to quickly overcome declining phenomena, to realistically and successfully fulfill all the provisions of the Association Agreement of Ukraine with the EU, it can be determined that the topic of the chosen study is relevant.

**Analysis of recent research and publications.** Considerable attention is paid to the study of banking as a criterion for the effective functioning of a banking institution, in the writings of foreign economists, in particular E. Dolan[12], K. Kempbel[12], P. Kempbel[12], Ye. Khelfert [12] and others. School of Economics should highlight the research of Yu. Bondareva, I. Vorobyov, G. Kaletnik [4], L. Kovalenko [4], V. Kovalov [5], M. Korobova [6], H. Savytska [10], O. Skydan[4], H. Tkachuk [4] and others. Despite the considerable number and variety of development of these researchers and modern scientific developments in the field of business activity management of banks, it should be noted that improving the mechanism of business activity management of a banking institution requires further scientific consideration. This led to the need for this study.

**Formulating the goals of the article.** The purpose of the article is to substantiate the scientific and theoretical bases and to develop practical recommendations on business activity and financial results of banking institutions.

**Presentation of the basic material of the study.** At the present stage, one of the most important indicators of the bank's activity is its business activity. Given the capacity and content of the concept of business activity, it is advisable to characterize the essence of this concept, the study of the category of the activity.

Studies show by the end of the 20th century of financial science did not pay due attention to the consideration of business activity of enterprises and did not attribute it to a special category of the socio-economic relations. Despite the objective existence of this term, the depth of many important aspects of business activity is still insufficient [2, p. 215].

In the concept of «business activity» (Business Activity) the key to its understanding and interpretation is «activity». In the modern economic dictionary, the latter is regarded as a very broad social concept and is defined as an enhanced activity, active state [3, p. 35].

Bank's business activity is a fairly wide concept that combines many aspects of activity and is one of the key factors that influence the efficiency and quality of economic processes, productivity of social production, its social identity.

Considering the activity in terms of the functioning of the bank as a production and economic mechanism, modern scientists and scientists compare this concept with commercial activity and market activity. The definition of various authors show that the market activity of the enterprise characterizes the enterprise in the market and its image for consumers and competitors [5, p. 40].

It should be noted that at the macro level it is necessary to consider business activity as a specific activity of the bank. At the macro level, we propose to associate the concept of business activity with the functioning of the stock market or economic system, considering how an important criterion for evaluating the economic system as a whole or individual macroeconomic components.

The term «business activity» is widely used in economic literature (Table 1).

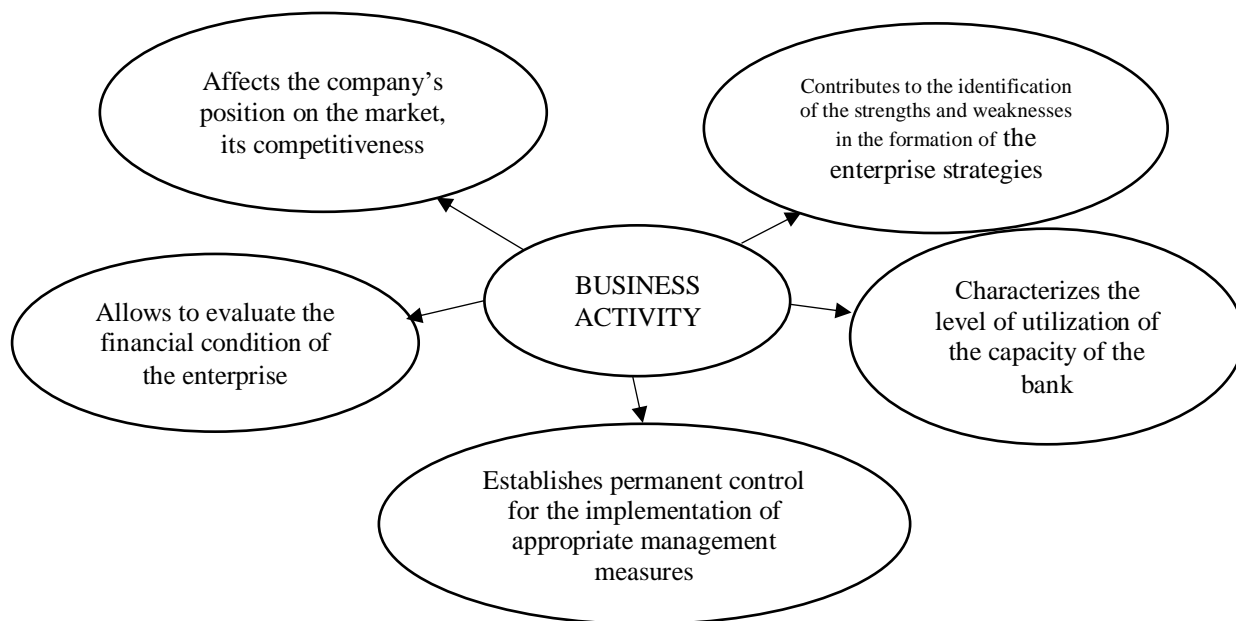
*Table 1*

**Characteristics of the essence of business activity in economic literary sources**

Authors	Interpretation
Khelfert Ye. [13, p. 152]	Business activity is the efficiency of managers' use of the assets entrusted to them by their owners.
Taraskyna A.V. [12, p. 38]	Business activity is considered from three positions: individual, enterprise (micro level), countries (macro-level). At the enterprise level, business activity is most often viewed as its effectiveness in terms of the number of advances or the value of their consumption during production.
Podolska B.O. Yarish O.V. [10, p. 18]	Business activity is a concept related to the investment attractiveness of the enterprise. In business activity, the efficiency of using financial resources of the enterprise is reflected.
Myasnikova O.V. [9, p. 23 .	Business activity can be represented as the total effort of the company's employees, directed under the influence of a certain level of motivation to increase the turnover of current assets, which is formed under the influence of internal and external factors of production, as well as the development of socio-economic infrastructure of the region.
Kovalenko L.O. Remnova I.M. [5, p. 255]	Business activity is a complex characteristic of an enterprise that embodies different aspects of activity; the system of indicators that determines the place of the enterprise in the market of specific goods, geography of business relations, reputation of the enterprise as a partner, innovative investment activity, competitiveness.
Harasyuk O.A., Ihnatenko M.Yu.[1, p. 50]	Business activity is evaluated by a set of quantitative and qualitative parameters, including: the growth of economic potential, volumes of exports, image of the enterprise, its social and environmental activity

*Source: formed by the authors according to the literary sources*

According to the research results, it is possible to distinguish five main properties of the bank's business activity (Fig. 1).



**Fig. 1. Key properties of the bank's business activity**

*Source: Formed by the authors based on the literary sources [ 9,12,13 ]*

Firstly, thanks to the ratio analysis, it is possible to assess the financial condition of the enterprise. Secondly, it characterizes the level of the use of the company's potential by determining its real capabilities in a certain industry, the availability of production resources and reserves, productivity of labor resources,

organizational structure, etc. Thirdly, business activity significantly affects the bank's position on the market, its competitiveness. This is manifested through the indicators of turnover, the presence of sales markets. The fourth feature of business activity is established permanent control for the implementation of appropriate management measures. There is a systematic process of observation and analysis of dynamic economic processes. With the help of the last property of business activity, the bank's strengths and weaknesses are revealed, which must be taken into account while forming various development strategies [8, p. 138].

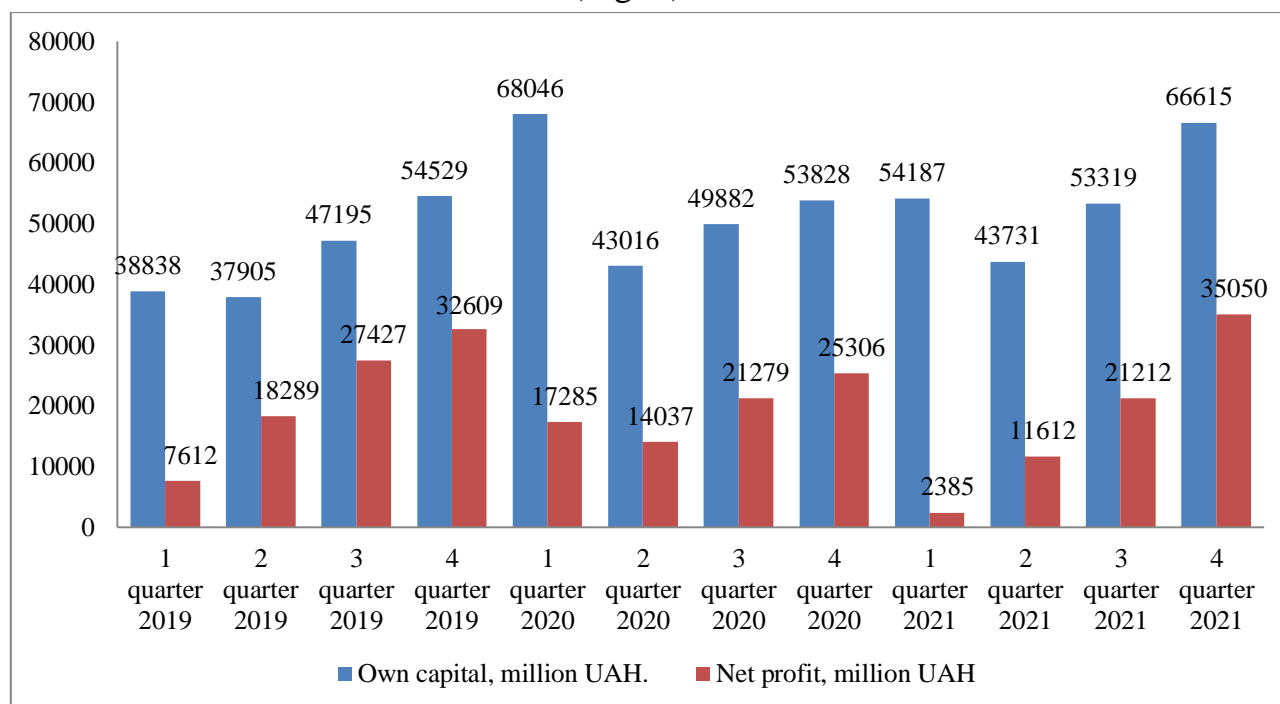
In Ukraine, a system of interconnected set of indicators and coefficients is used to assess the financial condition of a commercial bank. This system reflects the overall results of the bank's activities. The algorithm for calculating these indicators is determined by the accepted accounting system and financial reporting forms established by the National Bank of Ukraine.

Most methods combine three groups of indicators that make it possible to assess the financial condition of the bank based on the assessment of financial stability; assessments of business activity; assessing the liquidity.

Profit creates guarantees for the further operation of the bank, since only profit and its accumulation in the form of various funds make it possible to limit and overcome the risks associated with the operation of the bank.

The profitability of a commercial bank is a multifaceted economic category, which simultaneously combines the results obtained from the enterprise's activities, as well as its ability to earn a profit as the main source of extended reproduction in the future.

We will analyze the financial and economic indicators according to the data of the Ministry of Finance of Ukraine and the financial statements of JSC CB «Privatbank» for 2019-2021 (Fig. 2).



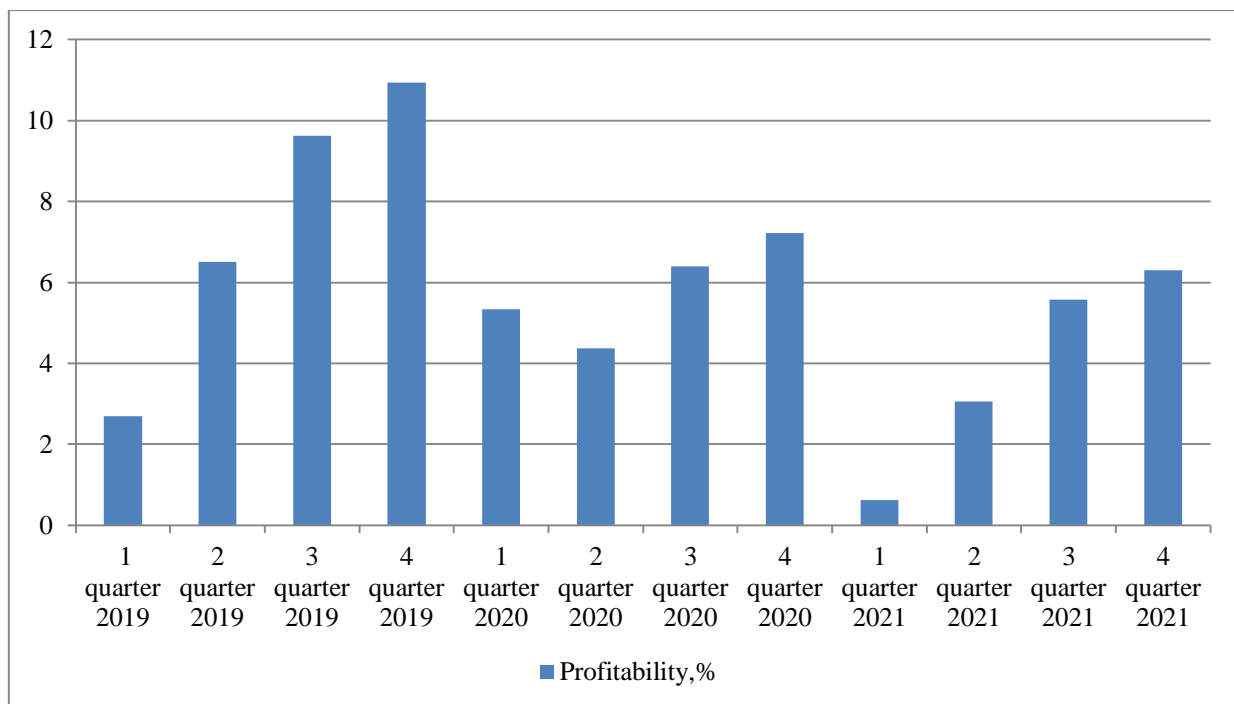
**Fig. 2. Dynamics of the equity capital and net profit of JSC CB «Privatbank», million UAN**

Source: calculated by the authors based on the bank's financial statements

During the investigated period, the amount of the equity capital of JSC CB «Privatbank» decreased by UAH 1,431,000, which indicates a slowdown in the strengthening of the financial condition. At the same time, it should be noted that the size of the share capital did not change during this period. The decrease in the amount of the equity capital occurred as a result of the slowdown in the accumulation of reserves and other funds and revaluation reserves. The size of the bank's net profit for 2021 amounted to UAH 35.05 billion, this indicator remains the maximum financial result of the entire banking sector of Ukraine.

The profitability of the enterprise is directly related to the receipt of the profit and shows the efficiency of the activities of enterprises of various forms of management. However, it cannot be equated with the absolute amount of profit received, since profitability is a relative indicator measured in ratios or percentages.

The advantage of profitability indicators compared to profit indicators is that there are more possibilities of comparison. The growth of these indicators is positive for the banking institution, which will provide opportunities for its further successful development. Fig. 3 clearly shows that the profitability of the banking institution has decreased. At the same time, it should be noted that the bank achieved the highest level of profitability in 2019.

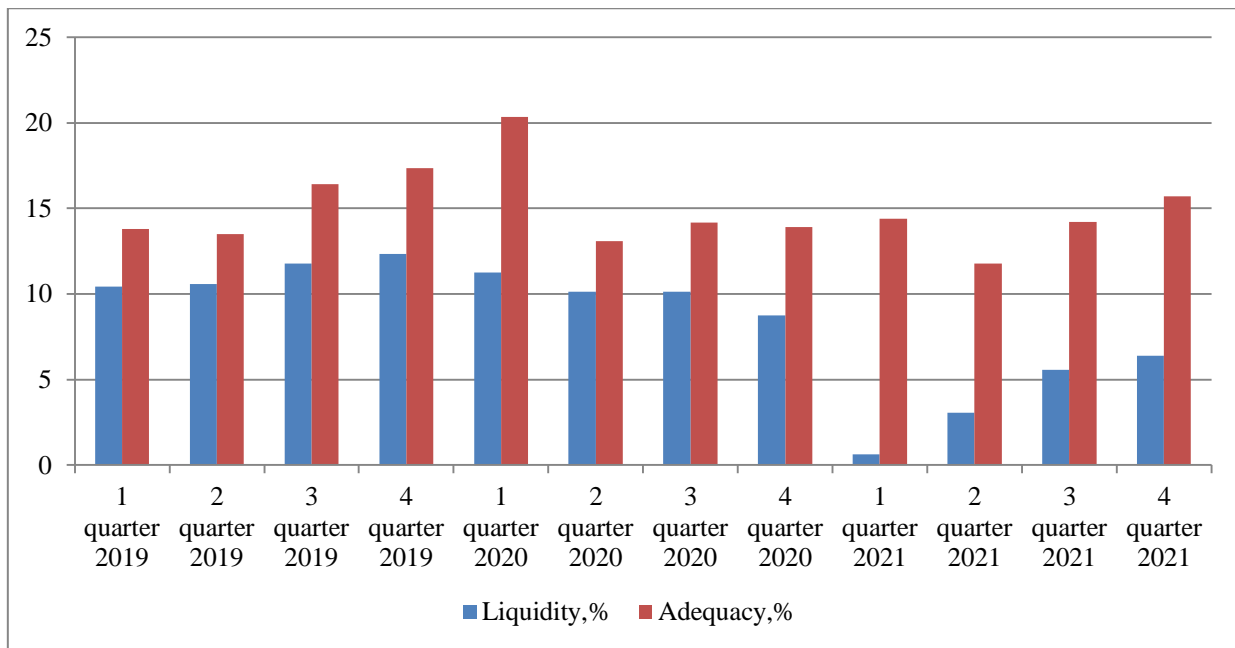


**Fig. 3. Dynamics of profitability of JSC CB «Privatbank», %**

*Source: calculated by the authors based on the bank's financial statements*

Liquidity standards allow to estimate timely execution by banks of cash payments on obligations and readiness to meet credit needs without losses. Liquidity risk is the probability of losses or additional losses or failure to receive planned revenues as a result of the banking institution's inability to provide financing for the growth of assets and the fulfillment of its obligations in due time.

Let's assess the liquidity and capital adequacy of JSC CB «Privatbank» (Fig. 4).



**Fig. 4. Dynamics of liquidity and sufficiency of JSC CB «Privatbank», %**  
*Source: calculated by the authors based on the bank's financial statements*

As of the end of 2021, the capital adequacy ratio of JSC CB «Privatbank» has increased to 16% and exceeded the limit set by the NBU (at the level of 7%).

Over the past year, the liquidity standards of JSC CB «Privatbank» have changed as follows:

- the standard of short-term liquidity decreased by 2.29 p: from 92.92% to 90.63%;
- the norm of the liquidity coverage ratio for all currencies has decreased by 26.89 percentage points to 251.34%;
- the norm of the liquidity and foreign currency coverage ratio has decreased by 1.76 percentage points to 216.42%.

Indicators of business activity make it possible to interpret the state and use of the bank's economic potential, i.e. available and hidden opportunities, and the weight of business risks assumed.

Let's consider the coefficients of business activity of JSC CB «Privatbank» (Table 2).

The study of the dynamics of the business activity of JSC CB «Privatbank» must begin with the liabilities of the balance sheet, which characterizes the sources of funds and the nature of the bank's financial relationships, since it is passive operations largely determine the conditions, forms and directions of the use of bank resources, that is, the composition and the structure of assets.

Passive operations ensure the formation of the bank's resources, which it needs in addition to its own capital, to carry out normal activities, ensure liquidity and receive income.

The data in Table 1 indicate an absolute increase in total liabilities by UAH 63,220,000 during 2019-2021; the amount of funds raised during this period increased by 62,753 thousand UAH. It should be noted that a feature of the liabilities of banking institutions compared to the other companies is a high share of funds raised on various terms, which significantly exceeds the bank's own funds.

**Coefficients of business activity of JSC CB «Privatbank»**

<b>1. In terms of liabilities:</b>				
	Name of indicator	2019	2020	2021*
1.	Total liabilities	255033	329586	318253
2.	Raised funds, total	240457	312568	303210
3.	Term deposits	99168	102374	90379
4.	Interbank received loans	296043	232772	239832
5.	Credit portfolio	61033	56805	70193
6.	Income assets	33841	33563	25310
<b>Coefficients of business activity of liabilities</b>				
	1. The coefficient of activity of attracting of borrowed and obtained funds	0,94	0,94	0,95
	2. The coefficient of activity of attracting interbank loans	1,16	0,70	0,75
	3. The coefficient of activity of attraction of term deposits	0,39	0,31	0,28
	4. The activity coefficient of the use of the funds raised in income assets	7,10	9,30	11,97
	5. The coefficient of activity of the use of the obtained funds in the loan portfolio	0,25	0,18	0,23
	6. The coefficient of activity of the use of time deposits in the credit portfolio	1,62	1,80	1,28
<b>2. In terms of assets:</b>				
1.	General assets	309659	382643	407257
2.	Active income	33841	33563	25310
3.	Credit portfolio	61033	56805	70193
4.	Investment in securities and shares of the associated companies	66602	119196	106140
5.	Overdue and bad loans	55566	50656	51417
<b>Coefficients of business activity of assets</b>				
	1. Coefficient of the level of an asset's return	0,11	0,09	0,06
	2. Credit activity ratio	0,20	0,15	0,17
	3. The ratio of total investment activity in securities and equity participation	0,21	0,31	0,26
	4. Investment ratio in income assets	1,96	3,55	4,19
	5. Ratio of problem loans	0,91	0,89	0,73

*Source: calculated by the authors based on the bank's financial statements*

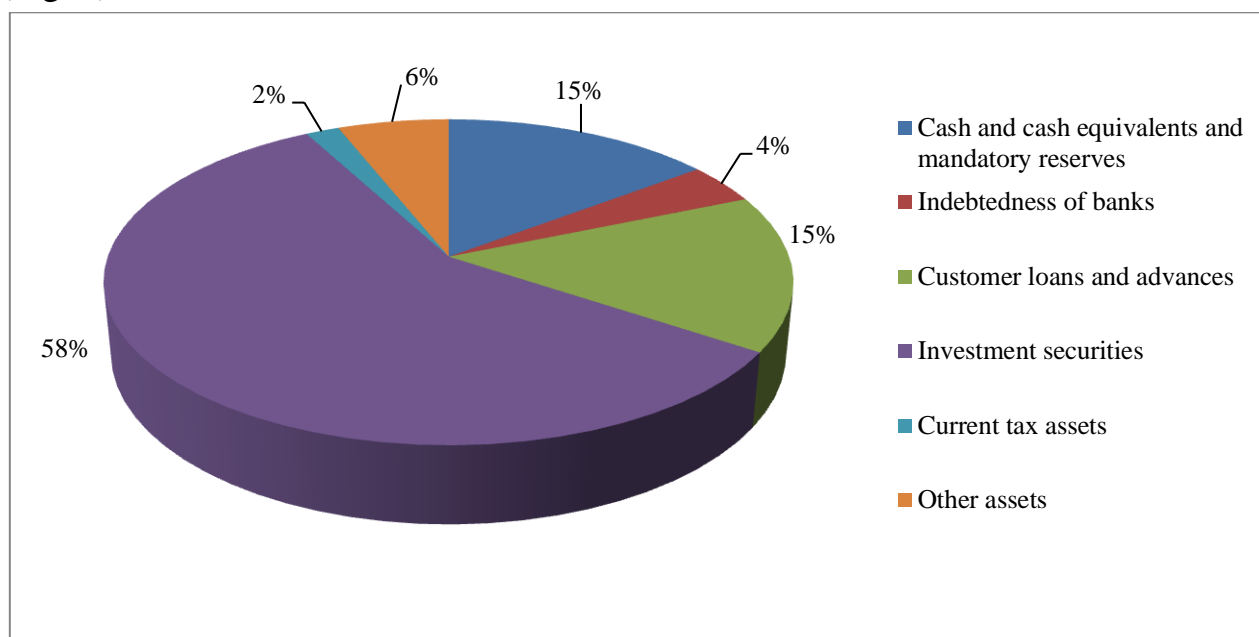
During the researched period, the loan portfolio of JSC CB «Privatbank» increased from 61,033 thousand UAH in 2019 to 70,193 thousand UAH in 2021. This is positive, as evidenced by the increase in effective lending programs offered by the bank to clients, and the increase in the trust of the population and state banking institutions.

The business activity of JSC CB «Privatbank» is characterized by the level of investments of the bank's resources in income assets, the loan portfolio, in securities and reveals both the achieved level and the bank's capabilities in the current period. The decrease in the amount of income assets from UAH 33,841 thousand in 2018 to UAH 25,310 in 2021 indicates a slowdown in the bank's business activity and a worsening of the situation on the financial market. This situation led to a decrease in the rate of return on assets by 0.05 p.; the coefficient of the level of credit activity from 0.20 in 2019 to 0.17 in 2021.

But the coefficient of the general investment activity in securities and equity participation has increased during the studied period by 0.05 p; and the ratio of



investments in income assets has increased significantly by 2.2 times. Since this period, the share of problem loans has decreased from 0.91 in 2019 to 0.73 in 2021 (Fig. 5).



**Fig. 5. Structure of assets of JSC CB «Privatbank» in 2021, %**

Source: built by the authors based on the bank's financial statements

Thus, it can be concluded that the calculated values for JSC CB «Privatbank» for 2019-2021 characterize the bank's business activity as optimal from the point of view of the ability to attract funds from other sources and effectively place them in active operations.

The effective indicator of the banks activity is the amount of the profit. The level of profitability of the statutory and general capital, assets, as well as bank expenses characterize their profitability. Let's consider the dynamics of the indicators of financial results of JSC CB «Privatbank» (Tabl. 3).

*Table 3*

**Dynamics of indicators of financial results of JSC CB «Privatbank»**

Indicator	2019	2020	2021*	Relative deviation of 2021 from 2019, %
Interest income	33841	35563	26304	77,7
Net interest income	19667	21961	21002	106,7
Commission income	24575	27649	25181	102,4
Net commission income	18189	18761	16701	91,8
Interest expenses	14095	12266	15302	108,5
Commission costs	6383	8688	8460	132,5
Administrative and other operating expenses	6576	6315	13178	200,4
Net profit	32609	24318	35050	107,4

Source: calculated by the authors based on the bank's financial statements

\* The data are for 9 months

It is worth noting that during the last two years JSC CB «Privatbank» has been making the profit. The bank's net profit in 2021 was 35,050,000 UAH, which is 7.4% more than in 2019, when the profit was 32,609 million UAH.

Analysis of the dynamics of the financial performance indicators shows that

the main source of the profit for the bank is interest income, which has decreased by 7,537.0 million UAH in 2019-2021, that is, investments in assets are not effective. A significant increase can be seen in all income indicators, especially in the amount of net profit. Net interest income grew as a result of maintaining a high interest spread during the year, interest rates on liabilities and assets fell in parallel. During the studied period, it has increased by 6.6%. There was also a slight increase in net commission income.

Interest expenses of JSC CB «Privatbank» has decreased from 14,095 million UAH in 2019 to 5,302 million UAH in 2021. During this period, the amount of administrative expenses increased significantly by 2 times.

But in the future JSC CB «Privatbank» still demonstrated an increase in the net profit of 7.4%. In 2020, it received 24.3 billion UAH profit, which is 8.29 billion UAH less than in 2019. This is due to the fact that the bank formed reserves of 10.2 billion UAH to cover possible risks due to the pandemic and legal risks, which affected the net profit indicators.

The profitability of a commercial bank is a multifaceted economic category, which simultaneously combines the results obtained from the implementation of the institution's activities, as well as its ability to earn the profit as the main source of expanded reproduction in the future.

**Conclusions.** After researching the scientific works of various scientists for the classification of business activity, we summarized them by combining similar in its essence. The classification that you have studied takes into account the peculiarities of the functioning of the bank's business activity and allows more effectively manage its formation and use.

Earning a profit plays an important role in the activity of the banking institution. Obtaining profit by the bank allows to obtain the maximum information for determining the financial stability of the bank. In the future, this assessment will provide an opportunity to draw conclusions about the development prospects and financial situation of the bank both for its customers, creditors, depositors, and for the NBU, which constantly supervises the activities of banking organizations.

However, in the conditions of fierce competition, JSC CB «Privatbank» needs to improve the systems and forms of asset and liability management every day. This approach guarantees the bank's economic stability in the future.

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