

Total digitalization and the COVID-19 pandemic as strategic catalysts for creating adaptive models for promoting banking products

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Abstract

The article considers the main directions of the formation of alternative models for the promotion of banking products that have a sufficient degree of adaptability to increasing exogenous transformations, stability, and liability. **The results of the study.** In the context of a pandemic, total digitalization, and increased digitalization of the main forms of financial transactions, the development of adaptive models for promoting banking products is an effective response to the combination of emerging risks when changing the usual working banking space. The change of the traditionalist approach in the context of increasing constitutional changes in countries with different levels of economic development should be accompanied by an update of the material and technical services of the customer base of banking institutions, which will allow a more effective use of existing and transformed marketing strategies of banking organizations. **Materials and methods.** In the process of writing the article, general scientific (qualitative and logical analysis, synthesis, induction, deduction, comparison, system approach, retrospective analysis, morphological analysis) and philosophical methods of cognition were used, as well as a special economic method based on them (scenario analysis). The article uses an interdisciplinary research approach to substantiate the proposed hypothesis. The information base was statistical information from open access. **Conclusions.** The study concludes that the introduction of alternative models for promoting banking products that have a sufficient degree of adaptability to increasing exogenous transformations, stability, and liability will help to increase the return and profitability of the banking business, make banking activities more transparent, and strengthen the trust of users of the banking infrastructure.

Keywords: *banking products, digitalization of the banking sector, COVID-19 pandemic, new banking services, bank marketing*

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