

Information as a new resource for the market economy. The banking aspect

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Abstract

The article deals with the problem of transformation of the banking sector of market economy under the growing influence of factors of digitalization of the industry environment. **The subject** of the research is the peculiarities of the current technological redistribution, in which information is a key resource. **The purpose** of the study is to identify the conditions determining the need to change the business models of classical banks, based on an analysis of the impact of information technology on the financial industry. **The methodology** is based on general scientific methods - synthesis and deduction. By analysis of threats to the development of the banking industry is used an event analysis and expert analysis. **The novelty** of the work lies in the formulation of key features of information as the main resource of technological redistribution, in the identification of factors objectively limiting the growth of costs for the resource turnover. The article analyses new elements of the market built on digital technologies: new economic actors, new products of production, new conditions of competition, new value of intangible assets. The example of the banking sector shows the objective benefits of new «digital» actors and the need to change the role of old economic structures. The article substantiates the inevitability of the transformation of classic banks into several conventional business models and the dependence of the trajectory of this process on government regulation of the banking system in the interests of the national economy. **The results** of the study can be of practical use in management decision-making by the state financial regulator to implement an economic policy for the sustainable development of the financial sector of market economy, as well as in the development of the medium-term business strategy of the owners of commercial banks.

Keywords: *digital economy, information, useful data, commercial bank.*

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