

## **CHALLENGES AND SOLUTIONS TO INCREASE THE EFFICIENCY OF DEPOSIT POLICY OF COMMERCIAL BANKS**

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### **ABSTRACT**

*This article presents the problems identified as a result of research conducted to improve the effectiveness of deposit policy of commercial banks in the country and their solutions, as well as scientific proposals to improve the effectiveness of deposit policy. The volume of passive operations of commercial banks, the level of stability and sources of formation have a positive impact on their financial and economic efficiency. The deepening of market relations and the comprehensiveness of economic reforms in our country, as well as the global financial and economic crisis are increasing the importance of passive operations of commercial banks, or their deposit policy.*

**KEYWORDS:** Deposit Policy, Contractual Interest Rates, "Floating Interest Rates", Scoring System, Evaluation Module, Complex-System (Vector) Evaluation Criteria, Liquidity, Profitability.

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