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FOREIGN EXPERIENCE OF COMMERCIAL BANKS IN THE SECURITIES MARKET

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Annotation: The article examines the issuing, brokerage, investment and marketing functions of banks in the USA, the EU and Asian countries. This experience teaches important lessons on improving the efficiency of banks in the market, improving customer service mechanisms and ensuring the diversification of financial instruments. The advanced technologies and the rule of law used in foreign practice are analyzed and the possibilities of their adaptation to local conditions are considered.

Keywords: investment, securities, marketing, capital, diversification, IPO.

As an integral part of the global financial system, the stock market plays an important role in the stability and efficiency of the global economy. Banks, in particular, are considered the leading players in this market and act as the main intermediaries in managing capital flows in the economy and providing financial instruments to investors. This article analyzes the activities of banks in the securities market on the example of foreign countries and examines their practical experience, features and economic efficiency.

In the USA and EU countries, banks' activities in the securities market are developed, and large financial institutions form the basis of these processes. In the United States, investment banks, in particular such large ones as Goldman Sachs, Morgan Stanley, play an important role in the stock market. They are actively involved in the management of IPO processes, the issuance and placement of corporate bonds, as well as in the creation of complex financial instruments.

The US financial system is considered one of the most developed and diversified in the world. In this system, the securities market plays a central role, and banks act as the main players in this market. In the United States, banks are divided into investment and commercial banks, and their roles in the stock market may also differ.

a. Investment banks.

Investment banks play an important role in the U.S. stock market. They act as intermediaries in the process of raising capital for corporations and governments. The main functions are:

IPO (initial public offering): Investment banks organize initial public offering (IPO) processes for companies and help them bring shares to the primary market. For example, Goldman Sachs and Morgan Stanley are known as investment banks that play an important role in this regard.

Bond issuance: Investment banks are actively involved in the issuance and placement of corporate and government bonds. They manage the processes of raising debt capital for corporations and place bonds for investors.

Trading and brokerage services: they carry out trading operations with securities, including providing services for trading stocks, bonds, derivatives. These banks play an important role in the creation of financial instruments, their sale and provision of liquidity in the market.

b. Commercial banks.

Commercial banks tend to be less active in the securities market, but they also enter the market by investing and managing a portfolio of securities.

Portfolio management: Commercial banks manage a portfolio of securities investments for their clients. They generate income and diversify risks by investing deposits received from clients in securities.

Investing in government securities: Commercial banks are trying to get a stable income by investing in government bonds. These investments are a low-risk source of income for banks.

However, in the European Union, banks mostly function as universal banks, which means that they combine the functions of commercial and investment banks. For example, such large banks as Deutsche Bank, BNP Paribas, provide both financial services and carry out trading operations on the securities market. These banks also play an important role in financing large investment projects in the European securities market.

EU banks operate both commercial and investment banks in the securities market. In Europe, banks' participation in the securities market is carried out through a more universal banking model.