



## THE ROLE OF ECONOMIC DIGITALIZATION IN ENHANCING FINANCIAL RESOURCE MOBILIZATION BY COMMERCIAL BANKS

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**Abstract.** The digitalization of the economy has significantly transformed the banking sector, creating new opportunities for commercial banks to attract financial resources. Digital technologies enhance banking efficiency, improve customer experience, and facilitate access to diverse funding sources. This article examines the role of digitalization in attracting financial resources to commercial banks, identifies key digital instruments, and analyzes their impact on the stability and competitiveness of banks in the modern financial market.

**Keywords:** digital economy, commercial banks, financial resources, fintech, digital banking, crowdfunding, online banking.

**Introduction.** The rapid development of information and communication technologies has accelerated the digital transformation of economies worldwide. The banking sector is among the industries most affected by digitalization, as commercial banks increasingly rely on digital platforms to attract deposits, investments, and other financial resources. Digital banking services not only reduce transaction costs but also expand the customer base and improve financial inclusion. Consequently, digitalization has become a strategic tool for enhancing the resource potential of commercial banks.

Financial resources constitute the foundation of banking activities and include customer deposits, borrowed funds, issued securities, and equity capital. According to Mishkin, financial institutions play a crucial role in mobilizing savings and allocating capital efficiently within the economy.<sup>1</sup> Digital technologies strengthen



this intermediation function by reducing information asymmetries and increasing market accessibility.

The concept of the digital economy refers to economic activities enabled by digital technologies, including big data, artificial intelligence, cloud computing, and blockchain. These innovations have transformed traditional banking operations and resource mobilization mechanisms.<sup>2</sup>

**Research Methodology.** This study employs a qualitative and quantitative research approach to examine the impact of economic digitalization on the attraction of financial resources by commercial banks. The research is based on comparative analysis, statistical analysis, and synthesis of data obtained from international financial institutions, banking reports, and academic literature. Secondary data from the World Bank, International Monetary Fund (IMF), European Central Bank (ECB), and Bank for International Settlements (BIS) were analyzed for the period 2020–2025. The study evaluates key indicators such as digital banking users, deposit growth, digital payment volumes, and the share of digital banking assets in the financial sector [1].

Furthermore, the research applies a comparative method to identify differences between traditional and digitally advanced banking models. The findings are interpreted using descriptive and analytical approaches to assess the effectiveness of digital technologies in mobilizing financial resources.

**Results and Discussion.** The findings indicate that digitalization has become one of the most important factors influencing the ability of commercial banks to attract financial resources. The widespread adoption of digital banking services has increased customer accessibility and improved banking efficiency.

The results presented in Table 1 reveal substantial growth in digital banking activities between 2020 and 2025. The number of digital banking users increased by 44%, demonstrating the growing acceptance of digital financial services. Retail deposits mobilized through digital channels increased from 72% to 80%, indicating



that customers increasingly prefer online banking platforms for savings and investment activities[2].

Table 1

**Impact of Digitalization on Financial Resource Attraction in Commercial Banks (2020–2025)**

| Indicators   | 2020 | 2025 | Change (%) |
|--|------|------|------------|
| Digital banking users (billion people)                 | 2.5  | 3.6  | 44.0       |
| Retail deposits attracted through digital channels (%) | 72   | 80   | 11.1       |
| Digital banking market size (USD billion)              | 18.5 | 37.5 | 102.7      |
| Digital payment transactions (USD trillion)            | 5.4  | 20.1 | 272.2      |
| Share of digital banks in banking assets (%)           | 3.1  | 3.9  | 25.8       |

In addition, the global digital banking market more than doubled during the study period, reflecting significant investments in financial technologies and digital infrastructure. Digital payment transactions experienced the highest growth rate, increasing by over 272%, which highlights the rapid transformation of payment ecosystems and the increasing reliance on electronic financial services[3].

These findings support previous studies suggesting that digital transformation enhances financial inclusion, lowers transaction costs, and improves customer satisfaction. As a result, commercial banks can strengthen their funding base and achieve sustainable competitive advantages in the digital economy. However, cybersecurity risks and regulatory challenges remain important concerns that require continuous attention from financial institutions and policymakers.



Scientific Novelty of the Research. The scientific novelty of this study lies in identifying the relationship between economic digitalization and the effectiveness of financial resource attraction by commercial banks through the analysis of recent digital banking indicators for 2020–2025. The study also demonstrates how digital technologies contribute to deposit mobilization, customer acquisition, and the diversification of funding sources in the modern banking environment. Digital banking platforms enable customers to open accounts and deposits remotely, increasing convenience and accessibility. Mobile banking applications and online banking services encourage individuals and businesses to maintain funds within the banking system. As a result, commercial banks can attract a larger volume of deposits without expanding their physical branch networks [5].

Commercial banks increasingly offer digital investment products, including online savings accounts, investment funds, and digital bonds. Such products provide customers with easy access to investment opportunities while generating additional funding sources for banks. Furthermore, digital platforms facilitate real-time portfolio management and transparent information disclosure.

Collaboration between banks and fintech companies has become an effective mechanism for attracting financial resources. Fintech solutions such as peer-to-peer lending platforms, crowdfunding systems, and digital payment ecosystems expand funding opportunities and strengthen customer engagement. [6].

Blockchain technology enhances transparency, security, and efficiency in financial transactions. The emergence of digital assets and central bank digital currencies (CBDCs) creates new channels for resource mobilization and financial intermediation. Commercial banks that adopt blockchain-based services can improve trust and attract technologically advanced customers and investors.

Despite its advantages, digitalization also presents several challenges. Cybersecurity threats, data privacy concerns, and technological risks may undermine customer confidence. Additionally, significant investments in digital infrastructure



and employee training are required to maintain competitiveness. Regulatory compliance remains another critical factor affecting the successful implementation of digital financial solutions. [7].

Recommendations. To enhance financial resource attraction through digitalization, commercial banks should:

- Invest in advanced digital banking infrastructure;
- Strengthen cybersecurity systems and risk management frameworks;
- Expand cooperation with fintech companies;
- Develop innovative digital savings and investment products;
- Improve digital financial literacy among customers;
- Utilize artificial intelligence and big data analytics for personalized financial services.

Conclusion. Economic digitalization has fundamentally transformed the mechanisms through which commercial banks attract financial resources. Digital banking platforms, fintech partnerships, blockchain technologies, and innovative financial products contribute to expanding funding sources and improving operational efficiency. While digitalization introduces certain risks, its benefits significantly outweigh the challenges when supported by appropriate regulatory frameworks and technological investments. Therefore, commercial banks should continue embracing digital transformation to strengthen their resource base and ensure sustainable growth in the digital economy.

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