



**Oksana Drahan, Viktoriia Kostiuk,  
Olga Faichuk, Oleksandr Faichuk**

**MANAGING BANK PROFITABILITY  
IN TERMS OF CHALLENGES AND THREATS**

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**Reviewers:**

- Zakharchuk O.V.** – Doctor of Economics, Professor, Head of the Department of Investments and Material and Technical Support, Institute of Agrarian Economics of the National Academy of Agrarian Sciences of Ukraine
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- Klymenko L.V.** – Head of the Department of English Philology, National University of Life and Environmental Sciences of Ukraine

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The monograph is devoted to the study of the profitability management system of commercial banks under the conditions of modern challenges and threats. The scientific work at the theoretical level summarizes and systematizes the issue of interdependence of costs and profits of a banking institution in the process of making management decisions. An analysis of the effectiveness of the domestic banking system at the macro and micro levels during the COVID-19 pandemic and martial law was conducted. Based on the forecast of the development of the national economy of Ukraine, scientific approaches to improving the system of strategic management of the banking institution's profitability are proposed and substantiated.

It is intended for scientists, teachers, government officials, managers of the banking sector and all those who are interested in the problems of managing the profitability of the banking sector of Ukraine in the conditions of modern challenges.

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E-mail: office@baltijapublishing.lv

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