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**NEOBANKS IN THE ERA
OF GLOBAL DIGITAL TRANSFORMATION**

Scientific monograph

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In an era marked by global digital transformation, neobanks are emerging as revolutionary players in the financial sector, reshaping how banking services are delivered and consumed. This monograph, titled "Neobanks in the Era of Global Digital Transformation," explores the profound implications of this shift, particularly within Western European contexts. It identifies the essence of neobanks as innovative financial institutions that leverage technology to provide seamless, customer-centric experiences.

Through comprehensive analysis and case studies, this monograph illuminates a future where neobanks can thrive amid increasing competition and digital integration. Ultimately, it serves as a vital resource for stakeholders looking to capitalize on the opportunities presented by this new wave of banking innovation, enabling them to stay ahead in a dynamic market.

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