



SUSTAINABLE DEVELOPMENT OF BANKING INSTITUTIONS IN THE CONDITIONS OF MACROFINANCIAL INSTABILITY AND DIGITAL ECONOMY

*Desenvolvimento sustentável de instituições bancárias em condições de instabilidade macrofinanceira e
economia digital*

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ABSTRACT

In the article, the issue of ensuring transformation of modern model of the banking institution within gradual implementation of the sustainable development concept is studied, which today is promising strategic direction for further operation of financial institutions. This was implemented considering modern realities in which banks operate, namely: periodic instability and digitalization of their work. To this end, a range of general and specific research methods were used: generalization and abstraction, content analysis, analysis, synthesis, systematization, grouping and logical generalization. Due to this, based on results of the analyzed features of economic activity of banking institutions, the essence of sustainable development of the banking institution was specified, and its characteristic features were identified. It was determined that quality of the external environment has important influence on formation of the sustainable development model of banking institutions. The essence of macrofinancial instability was investigated and prerequisites for its formation in modern conditions were determined. This allowed us to specify features of macrofinancial instability in the country and its impact on sustainable development of banking institutions. The role of digital technologies in ensuring this development was studied, which was carried out through the analysis of features using digital technologies by banking institutions, determining advantages of these technologies. Advantages of using digital technologies to ensure sustainable development of banking institutions were specified.

Keywords: Sustainable development, Banking institution, Macro-financial instability, Digital economy, Digitalization, Financial stability, Sustainable Development Goals

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DESENVOLVIMENTO SUSTENTÁVEL DAS INSTITUIÇÕES BANCÁRIAS EM CONDIÇÕES DE INSTABILIDADE MACROFINANCEIRA E ECONOMIA DIGITAL

Sustainably development of banking institution in the condition of macrofinancial instability and digital economy

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RESUMO

No artigo, estuda-se a questão de garantir a transformação do modelo moderno da instituição bancária dentro da implementação gradual do conceito de desenvolvimento sustentável, que hoje é uma direção estratégica promissora para futuras operações de instituições financeiras. Isso foi implementado considerando as realidades modernas em que os bancos operam, a saber: instabilidade periódica e digitalização de seu trabalho. Para tanto, foram utilizados uma gama de métodos de pesquisa gerais e específicos: generalização e abstração, análise de conteúdo, análise, síntese, sistematização, agrupamento e generalização lógica. Devido a isso, com base nos resultados das características analisadas da atividade econômica das instituições bancárias, a essência do desenvolvimento sustentável da instituição bancária foi especificada e suas características foram identificadas. Determinou-se que a qualidade do ambiente externo tem influência importante na formação do modelo de desenvolvimento sustentável das instituições bancárias. A essência da instabilidade macrofinanceira foi investigada e os pré-requisitos para sua formação em condições modernas foram determinados. Isso nos permitiu especificar as características da instabilidade macrofinanceira no país e seu impacto no desenvolvimento sustentável das instituições bancárias. O papel das tecnologias digitais em garantir esse desenvolvimento foi estudado, o que foi realizado por meio da análise das características do uso de tecnologias digitais por instituições bancárias, determinando as vantagens dessas tecnologias. Foram especificadas as vantagens do uso de tecnologias digitais para garantir o desenvolvimento sustentável das instituições bancárias.

Palavras-chave: Desenvolvimento sustentável, Instituição bancária, Instabilidade macrofinanceira, Economia digital, Digitalização, Estabilidade financeira, Objetivos de Desenvolvimento Sustentável

INTRODUCTION

Ensuring stable functioning of banking institutions is one of the most important conditions for economic development of the country. Effective work of these institutions allows to increase efficiency using financial resources within the national economy, redirecting them to those areas and industries that need financial resources to ensure their own development. It is precisely maintaining stability of the banking system functioning that is one of the most difficult tasks for state authorities, in particular Central banks in most developed countries. In the history of development of these institutions, significant number of periods of instability in their functioning have already been observed, which always led to colossal, negative consequences for the economy.

Today, banking institutions are in transformation period, which is accompanied by active using digital technologies. These technologies allow banks to significantly improve quality of their own work, ensure increased efficiency of operation, and generally contribute to increased competitiveness in the financial services market. However, digitalization is accompanied by both positive and negative consequences for their operation and overall economic development of the country. On the other hand, it is digital technologies that allow partially forming conditions for stable and uninterrupted operation of commercial banks. For example, since beginning of the war in Ukraine, banking institutions have suffered significant destruction, but after military aggression started they quickly restored their work, especially they could provide financial services online. This allowed to minimize negative impact of the war on the payment system and prevented emergence of crisis situation on provision of settlement and cash services to customers.

In modern conditions, banking institutions try not only to ensure their own profit by providing financial services to clients, but also to implement measures to improve their own reputation and form the status of reliable partner for consumers of financial services. According to the World Bank, in developing countries, despite significant progress over the past decade, about 1.7 billion people still do not have bank accounts or access to credit (Madgavkar Anu, 2021). This only confirms importance to involve these institutions to support sustainable development and availability in potentially new sales of financial markets services.

Transition to more sustainable economy provides financial institutions with opportunities to benefit broader well-being of society by providing complex set of new capital flows and financing options. Research by the McKinsey Global Institute points to several areas where increased investment will be needed to reduce greenhouse gas emissions (e.g., building low-emission assets and infrastructure, decarbonizing emissions-intensive industries), implement climate change adaptation and mitigation measures, and protect natural capital and biodiversity. Energy security and decarbonization could be complementary goals, as investments in self-sufficient low-carbon solutions can accelerate regional energy transitions (McKinsey & Company, August 9, 2023).

Banking institutions implement measures to ensure their own sustainable development, which allows them to improve their reputation as socially responsible institutions that implement social and environmental projects, and provide both financial services and actively participate in socio-economic development of society. According to experts from 7 trillion dollars per year needed to achieve sustainable development goals, over 85% have to come from private sector. Without stable investment from private capital financial institutions have little hope for implementing the SDGs (Ecolytiq, 2023). This confirms important place of banking institutions in the mechanism to ensure sustainable development of society.

Of course, it is quite difficult to ensure implementation of the sustainable development model of the banking institution, which generally requires the bank to implement complex mechanisms and new principles for providing services to different categories of clients. At the same time, implementation of the above model also requires additional financial resources from the bank. It is also not easy to support the sustainable development model of the banking institution in the conditions of instability and digitalization today, considering limited financial resources of banks. Accordingly, it is urgent to develop new theoretical and applied provisions for ensuring sustainable development of commercial banks in the conditions of macro-financial instability and the digital economy. This confirms relevance of the topic of this article.

1 LITERATURE REVIEW

Many publications are devoted to development of banking institutions in the conditions of macroeconomic instability and the digital economy.

The authors (Ul Hassan Shah Wasi et al., 2023) believe that banking performance plays crucial role in determining depth, stability, and efficiency of financial development in BRI economies and is key to closing these gaps. Scholars note that strong institutional frameworks also contribute to development of the financial development sector, and foreign direct investment has positive impact on reducing financial development gaps and promoting financial sector growth.

Article (Úbeda Fernando et al., 2022) analyzes the key role of formal and informal institutions in relationship between sustainable banking and financial development. Results of the study prove that sustainable banking has positive impact on financial development only in countries with strong formal institutions, but, according to scientists, informal institutions can create necessary trust in the banking sector, allowing positive impact on financial development in countries with weak formal institutions.

The authors (Siddik A.B. et al., 2024) investigate impact of different aspects of sustainable banking on environmental sustainability performance of banks in developing countries. Researchers analyze how green banking practices, green finance, and corporate social responsibility practices affect sustainable development.

In the article (Rath S. et al., 2024), authors note that financial system plays the key role in creating more sustainable future. Authors focused on comprehensive bibliometric analysis of sustainability of the banking sector, tracking development of research, prominent authors, institutions and journals, and identifying research clusters. Results of the study showed that China, the UK, the USA, Australia and India have made significant contributions to research on the banking sustainability.

The article (Weber Olaf et al., 2016) analyzes key aspects related to ensuring sustainability of the financial institution, including specifics of managing direct and indirect impact of banking activities on the community and environment, possibilities to minimize and mitigate impact of internal operations on the environment, and consider different types of environmental and social risks in lending and project financing. The researchers analyzed sustainable banking products and strategies adopted by industry leaders, including responsible investing, social financing, and impact lending.

The paper (Isneniwati C. et al., 2025) notes that in economic sphere, digital transformation has become business model phenomenon for business recovery. The authors are convinced that one of business spheres that continues to transform is the banking industry. Researchers analyzed the model of digital thinking training based on blended learning at management level of banking institutions. The study proves that digital thinking training is the basis for the banking industry to build digital collaboration and networks in banking leadership.

Articles (Tarasenko O. et al., 2022; Popelo O. et al., 2021) are of practical importance, where authors analyze peculiarities of formation of the household deposit behavior in the conditions of rapid development of the financial services market, and analyze the world experience of introducing modern innovations and information technologies into functioning of financial institutions.

Results of the study (Pinto A. Rodrigues et al., 2021) show changes in business operations and customer relationships, emphasizing migration of almost all products and services from physical to digital, as well as development of digital segments and offices in institutions.

Widharto Punto et al. (2020) argue that competition in the financial services industry has now entered digital era, with banks competing to implement digital transformation. The paper analyses digital transformation and the role and impact of IT on digitalization undertaken and the extent of digitalization undertaken in the bank. The study concludes that IT plays major role in digital transformation that exists in organizations.

The study (Hasan Tekin, 2024) examined impact of financial inclusion on corporate sustainability of banks in both the Organization of Islamic Cooperation and emerging economies in light of the COVID-19 pandemic. The study found that companies operating in emerging economies with higher levels of financial inclusion tend to exhibit higher sustainability levels.

Avory (Shahid S. et al., 2025) examines how HRM practices in financial institutions in emerging markets of India and China contribute to achievement of Sustainable Development Goals. The authors found that Indian and Chinese banks use HRM practices in recruitment and selection, compensation and benefits, occupational health and safety, and learning and development to achieve the SDGs.

AlJabali A. M. A. et al. (2024) analyze financial technology and its use in the banking sector, and the role using these services in influencing competitive advantage of Jordanian banks to achieve sustainable development goals. Researchers investigated that financial technology has become integral part of society and active participant

in vital sectors, especially banking, as it has provided several innovations that have helped banks provide their services to different social groups and meet their needs and desires.

The article (Mananyetso Mmoge Marcia et al., 2025) argues that in the financial sector, mobile banking is one of the most promising technologies that has emerged in recent years and can prove to be very valuable for both banks and customers. The authors note that services provided by banks, including instant money transfer services to increase customer satisfaction, customer retention, efficiency and convenience, demonstrate digitalization level.

Scientific papers (Grosu V. et al., 2021; Fedyshyn M.F. et al., 2019) are devoted to analysis of the financial management model and management of competitiveness of banking services.

The aim of the paper (Peterson K. Ozili, 2023) is to analyze relationship between problem loans in the banking sector and the level of sustainable development. Results of the study demonstrate significant positive relationship between problem loans in the banking sector and the level of sustainable development, which is measured by the sustainable development index.

The authors (Nga L. P. et al., 2024) argue that sustainable banking is crucial for long-term viability and profitability of financial institutions, especially in the era of increasing global environmental awareness and regulatory pressure. The authors argue that understanding factors that influence sustainable banking is essential for banks seeking to improve their sustainability practices and gain competitive advantage.

Attention of scientists to this issue proves its relevance and required further research.

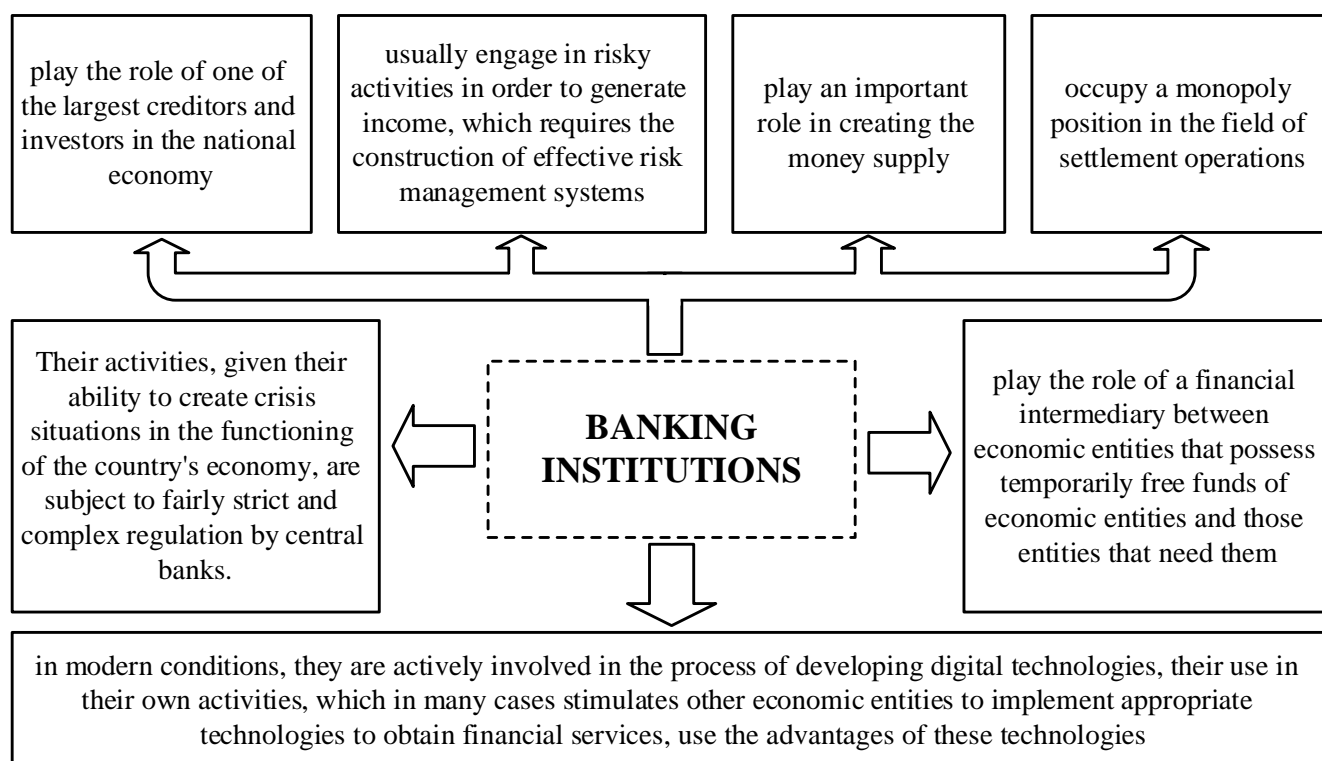
2 METHODOLOGY

In the article, the range of scientific approaches that allowed us to reveal features of functioning of banks and ensure their sustainable development in the conditions of macrofinancial instability and digitalization of the financial services sector is used. It is advisable to highlight among these methods the following ones: generalization and abstraction methods were used to describe essence and features of the economic activity of banking institutions, to specify essence of this development and its characteristic features; content analysis methods - to determine the content of macrofinancial instability, prerequisites and features of its formation; methods of analysis, synthesis, systematization - to describe the impact of digital technologies on work of banking institutions, to determine advantages of their use; methods of grouping and logical generalization - to describe advantages using digital technologies to ensure sustainable development of banking institutions.

3 RESULTS

Banking institutions are integral part of the financial system and the national economy in general. It is difficult to imagine functioning of modern society without work of these institutions, since they perform quite specific functions and play the key role in stimulating economic development. On the other hand, banking institutions can also become sources of instability in the country, form unfavorable conditions for economic development, and create threats to the financial system and the national economy. Among characteristic features of the functioning of commercial banks, it is advisable to highlight the following (Fig. 1).

Figure 1 - Characteristics of functioning of commercial banks



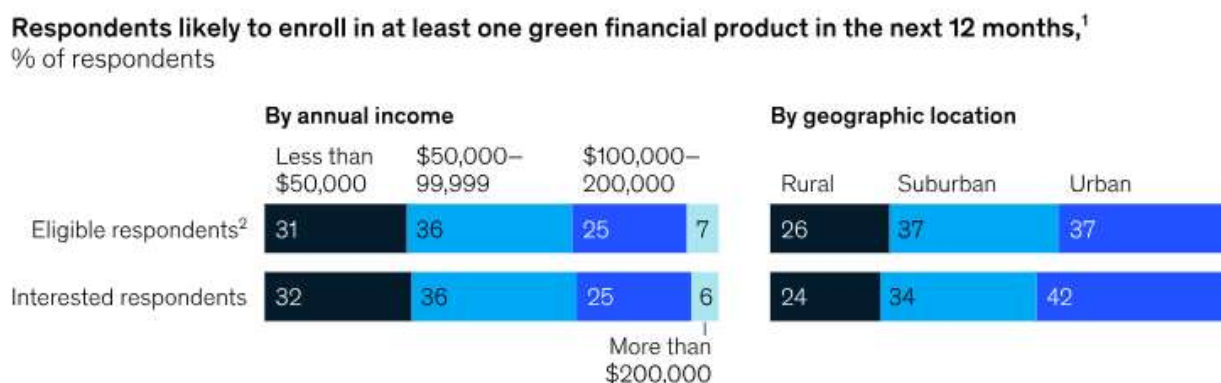
Source: compiled by the authors

Given importance of banking institutions for economic development, available high level of competition between them in the financial services market, these institutions must constantly change in accordance with transformations taking place in society. In many cases, commercial banks become flagships of innovative modernization of the country's economy, centers for production of credit and investment resources, and use of monetary policy methods allows, through activities of these institutions, to stimulate development of economic entities within the national economy.

Today commercial banks are changing in line with models of gradual sustainable development in most leading countries of the world. In addition to these institutions, significant number of subjects of entrepreneurial activities try transforming their activities in accordance with basic goals of this development.

The survey was conducted in the USA on consumers' attitudes towards banking products that were linked to elements of supporting sustainable development. Almost 40 percent of consumers expressed interest in purchasing financial products that are linked to climate protection. Two out of three respondents would direct more than 40 percent of their savings or monthly credit card spending to green retail banking product (McKinsey & Company, April 21, 2023). Survey results also indicate that green banking products are attractive to consumers regardless of income level and community type (Fig. 2).

Figure 2 -Results of respondents' survey regarding their intentions to use green banking products



Source: McKinsey & Company (April 21, 2023)

Sustainable development is development of the country, individual business entities, industries, and sectors of the national economy, which are based on harmonious combination of economic, social, and environmental components in ensuring overall development of individual economic systems. The sustainable development concept is based on importance of the balanced approach to simultaneous development of social, economic, and environmental systems, which ultimately should contribute to improving quality of life, building harmonious interaction with the environment, and rational use of available natural resources to ensure their preservation for future generations. This concept covers virtually all areas of human life, all areas of economic activity within the national economy, and therefore requires all economic entities, without exception, to gradually implement mechanisms to support sustainable development goals and ensure their own transformation in accordance with these goals. Sustainable development in the country is long-term, because main goals of this development are complex, systemic, and their achievement requires significant efforts of both organizational and financial nature.

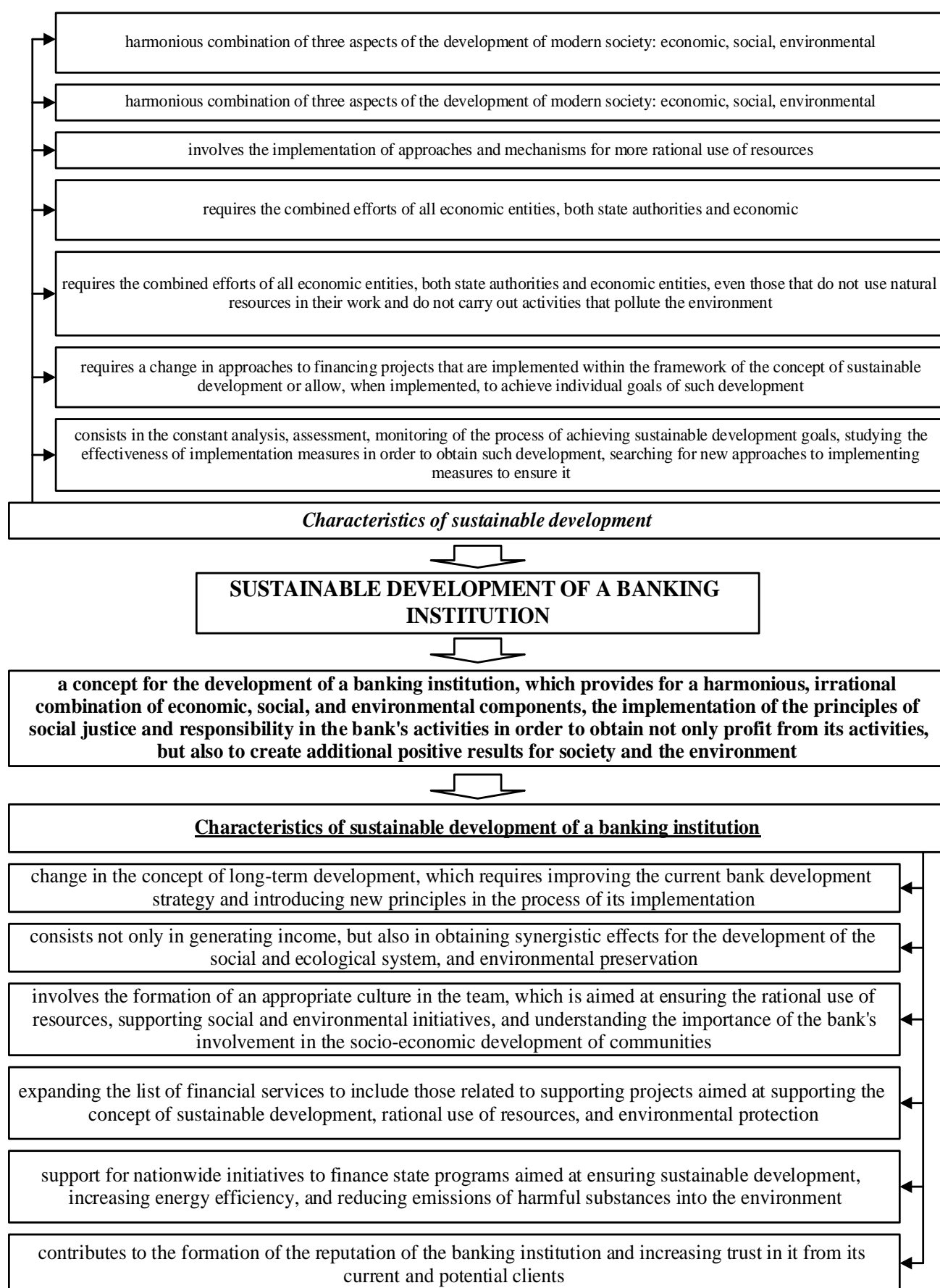
Considering theoretical and applied position of the sustainable development software of societies, which were identified at the UN Summit on sustainable development, we'd like to justify features and specifics traits of the sustainable development software of banking institutions. Appropriate information is presented in Figure 3.

To provide constant development of banking institutions in unstable economic conditions of social environment is difficult. However, as evidenced by historical experience, crisis situation in functioning of these institutions periodically arise, accompanied by complicated consequences and for development economy. Let's consider in more details features of formation of macrofinancial instability, its causes and consequences for work of commercial banks.

Macrofinancial instability is the condition that accompanied emergence dysfunction within financial systems countries, which ultimately leads to creation of complex systemic financial risks, reduced pace development of the national economy, and is accompanied by deterioration of main macroeconomic indicators in the short and medium term perspective.

Macrofinancial instability primarily affects financial stability functioning of banking institutions and violates the established model of them to work, which in constant involvement of funds of economic subjects and their transformation into credit, investment resources. Instability economic environment negatively affects financial condition of economic subjects, and this in turn affects their possible performing financial obligations of institutions, including commercial banks. Violations of financial condition as banking institutions, as well as their customers, leads to further deep financial consequences for them work and in general to functioning of financial systems in countries.

Figure 3 - Sustainable development of banking institutions



Source: compiled by the authors

Among prerequisite of formation of macrofinancial instability it is worth singling out the following:

- ineffective economic politics in the country that leads to deterioration of budget deficit volumes, growth of public debt;
- ineffective monetary policy of central bank that does not take into account actual situation in the financial market, in the monetary and credit system countries;
- political instability in the country, which may affect volume of involved investments, especially foreign ones revenues from foreign investors;
- excessive social expenses, which are not confirmed by economic ability of countries to carry out, which ultimately leads to gradual depreciation of national currencies;
- imbalance balance of payments, which ultimately affects stable exchange rate;
- ineffective state of regulation activities of banking institutions, supervision of their activity that maybe lead to deterioration of equal financial stability of these institutions, growth problematic loans, provision of significant volumes of affiliated loans;
- general political situation that can be accompanied by long-term periods of instability and affect quality of economic politicians;
- consequences of negative influence of global crises, instability of the world financial market;
- geopolitical prerequisites.

The mentioned list outlined prerequisites that affect financial stability, only confirms complex software, including stability in conditions of permanent internal and external fluctuations that are observed in the world economy, in development of individual regional economic centers of the world.

Features formation of macrofinancial instability in the country:

- does not occur suddenly, but is formed due to negative influence of external and internal factors that gradually form destructive impact on economic development of countries;
- significantly worsens economic development of countries, quality of life of its citizens;
- affects functioning of all without exception sectors, industries of national economies, some of which will later require significant state support, because instability threatens closing significant quantities of enterprises;
- significant relationship between financial institutions contributes to and significantly speed dissemination of macrofinancial instability in the country with subsequent deterioration of its economic development;
- recovery of stable state of the national economy after crisis usually requires long-term restoration of pre-crisis macroeconomic and financial indicators;
- significantly affects the financial security level of countries, its ability remain solvent, to perform commitments undertaken to international financial institutes, foreign countries;
- openness of economy and its integration into global economic relationship affects the level vulnerabilities of national companies to crisis phenomena that occur within economic systems of others countries;
- quite often accompanied by fast change models of financial behavior of economic subjects, which becomes irrational and leads to significant outflow of financial resources from banking systems of the country and increase volumes of problematic loans because of insolvency of subjects of entrepreneurial activities to perform liabilities to banks;
- requires urgent intervention of central banks in regulation activities of banking systems, support for national policy currencies, collateral stability banking institutions, their nationalization or investment state funds to these institutions to preserve their works;
- maybe deepen and significantly accelerate in connection with active development of digital technologies in finances.

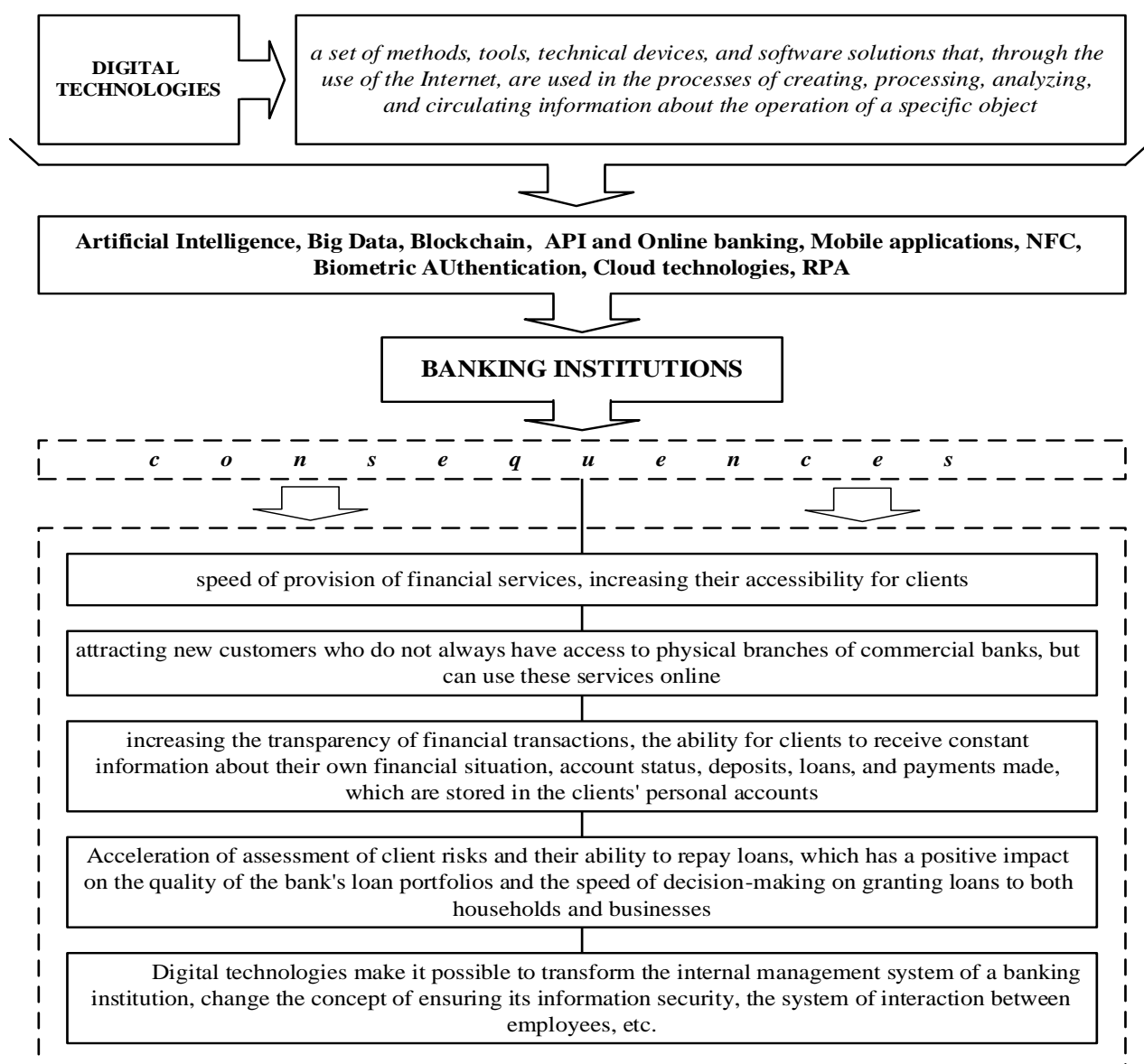
Actually, digital technology can influence expansion of macrofinancial instability due to more fast exchange information between customers, access to information of media about possible problems of individual banking institutions. All this in the end may accelerate formation of irrational models of financial behavior of economic subjects and influence their adoption of rapid ill-conceived solutions. This already creates threats to stable work of banking institutions, and in general financial systems of countries. However, it should be understood that indisputable main reasons for macrofinancial instability is primarily accumulated internal and external threats to

functioning of specified systems, in operation of individual financial institutions, especially in activities of commercial banks.

With it on the other hand, digital economy forms significant number of positive incentives for functioning of banking institutions that allows vice versa to provide their stable operation, especially online, despite available threats to effective work of physical structural divisions of commercial banks. Digitalization, as evidenced by experience of foreign countries, plays already the key role in supporting sustainable development of the national economy, its industries, individual economic subjects, including commercial banks. Active use of these technologies allows faster and more correct analyze influence of subjects of environmental management, provide constant monitoring by carrying out measures to support projects aimed at ensuring specified development. Active use of technologies, including artificial intelligence, BigData, The Internet of Things (IoT) is already actively used in work of many economic subjects, which try implementing strategies of own sustainable development.

Digital technologies have radically changed financial sphere of services and continue significantly influence activities of banking institutions, their operational work. Undoubtedly, advantages of using these technologies in work of banks are as follows (Fig. 4).

Figure 4 - Advantages using digital technologies of banking institutions



Source: developed by the authors

Digital technology allow the bank to move to new digital models of own development, which gives possibility to characterize these institutions as innovative, and therefore more competitive in the financial services market. Significant number of banking institutions today provide their services exclusively in virtual spacious and perceived customers as the most innovative, and those that provide most convenient financial services. At the same time, these banks, without spending significant resources to support networks of physical structural units, receive advantages and ability to their own services to customers for more profitable conditions providing financial services.

Digital technologies can also play the key role in gathering ESG information. To achieve this will be needed for significant changes in IT infrastructure, from integration of applications data, architecture and management. New applications include not only management and collection of ESG data, but also financial models of emissions, climatic risks, systems indicators of ESG, climate stress tests and climate-adjusted ratings. ESG data should be woven into existing processes such as approval of credits and acceptance of solutions. In addition, banks will need to adjust their architecture data, determine strategy collection data and reorganize their data management model to successfully manage ESG data and reporting on them (Heller D. Et al., 2023).

In any case, introduction of digital technologies today is objective process and banking institutions are forced to use these technologies in their own activities to remain competitive in the financial services market. During this implementation, stable work of the bank, its reliability to provide the specified services to its own customers should be also taken into account. In modern conditions exactly stability and innovation determine efficient work of commercial banks and their possibility to produce income, profit and thus participate in sustainable development.

However, modern development of all spheres of financial services also require already from banks not only granting quality financial services, but also available reputation, involvement in solution of economic, social problems of society. Due to this it is required that institutions gradually implement measures to ensure, on the one hand, own strategies of sustainable development, and on the other hand – to support implementation of projects from ensuring this development for others economic subjects. Sustainable finance plays crucial role in achieving the policy of objectives set out in the European Green Deal and the EU's international commitments on climate and sustainable development. Its main function is to mobilise private investment to support transition to the climate-neutral, climate-resilient, resource-efficient and fair economy, thereby complementing public finance (Constance d'Aspremont, 2023).

To provide constant bank development in the conditions of macrofinancial instability is quite difficult because implementation models of this development requires from banks additional resources, effective strategy and sustainable compliance of its main provisions. However, in modern conditions banks try to implement this model, even in complex conditions of functioning.

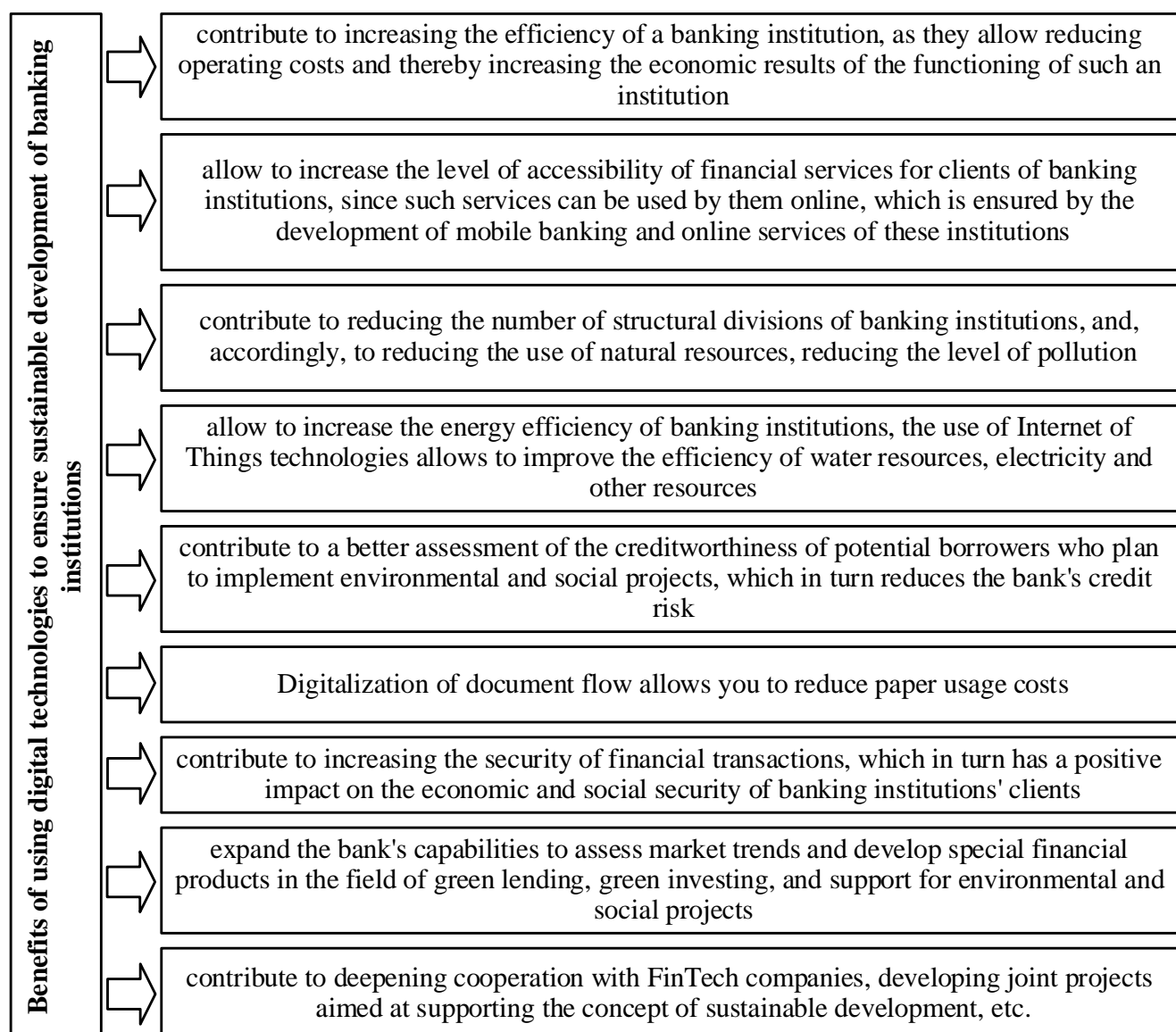
Consequences of macrofinancial instability to ensure sustainable development of banking institutions in long-term perspective may be as follows:

- decreased investment opportunities of banking institutions for financing environmental, social projects;
- decreased equal trust of customers to activities of banking institutions in turbulent conditions;
- emergence of deficit financial resources that banks can provide to economical entities for implementation of projects in sustainable development, namely in the areas of energy efficiency, resource conservation, environmental security;
- increased requirements for funding of banking institutions to support sustainable development;
- increased resources of credit costs, which negatively affect the demand for these resources and especially on demand of economic subjects to involve them for implementation of social and environmental projects;
- decreased income and, accordingly, profits forces of banking institutions reduce financing of own projects regarding transition to the concept of sustainable development, sustainable financing of the banking institution.

Thus, macro-financial instability may negatively affect sustainable development of banking institutions, because reduces financial opportunities and destroys confidential relationship between banks and their customers who are determined in significant measure of deterioration of financial condition of consumers' banking services.

At the same time, digital technologies also have potential support in attempt of banking institutions to provide own constant development and promote development of other entities based on sustainability. Figure 5 presents advantages using digital technologies to ensure sustainable development of the banking institution.

Figure 5 - Advantages using digital technologies to ensure sustainable development of banking institutions



Source: developed by the authors

In general, digital technologies help banking institutions ensure rational implementation of projects and ideas that allow them to participate in of sustainable development of the national economy and society as a whole. Undoubtedly, this technology in certain degree can also negatively affect engagement of specified institutions to this process, as they also form new risks for them. However, advantages using information and communication technologies for banks today much exceed risks that arise in their application. Digital technologies are necessary for banks to increase their competitiveness. At the same time, these technologies give opportunity and provide integration of the banking institution to sustainable development, increase efficiency of the being implemented projects aimed at development of ecological, social systems, projects of preservation of surrounding environment, rational using of natural resources. This in turn forms appropriate positive reputation of banking institutions among customers and competitors and in the future stimulates other banks join in their own development considering compliance to sustainability principles.

CONCLUSION

Thus, in the article, theoretical-applied position of software sustainable development of banking institutions in conditions of macrofinancial instability and digitalization are considered. It was found that attachment of banks to ensuring this development within the national framework of the economy today is important and constitutes part reputation of the commercial bank among its own customers, competitors and partners. That is why commercial banks in modern conditions are trying, from one parties, join own sustainable development, implementing relevant internal approaches, solutions, innovations, on the other hand – commercial banks try to adopt active participation in support projects that aimed at achieving sustainable development goals, especially in the areas of social, environmental development.

But it is determined that banking institutions in their desires to provide own constant development can periodically collide from complicated real problems that arise in external economic environment and can negatively affect their financial condition. In this case, opportunities of banking institutions of further support of sustainable development concepts can decrease and these institutions even can stop support implementation of individual social, environmental projects. In the conditions of macrofinancial instability, banks are also significantly revising own financial products that relate to lending and investing projects to support sustainable development. This can also negatively influence the pace of this development within the country.

In modern conditions, important role in functioning of banking institutions is palyed by digital technologies that form significant number of advantages for these institutions in their operating activities and contribute receiving larger income in long-term perspective. This technology can play back important role in supporting sustainable development of the banking institution, providing more rational using of its resources, efficient granting of financial resources to economical entities for implementation of individual projects directed to support this development.

Thus, active attachment of banking institutions to implementation of sustainable development concepts at the level of countries is important and mandatory to form volumes of financial resources for implementation of this concept. It is important to carry out further scientific research in searching mechanisms to stimulate activities of banking institutions of funding and support projects that are aimed at supporting sustainable development.

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