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THEORETICAL FOUNDATIONS OF REMOTE BANKING SERVICES AND THEIR ROLE IN THE ECONOMY

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Annotation. This article extensively covers the theoretical foundations of remote banking services, their formation, stages of development, and their role in the modern banking system. It also analyzes the content, advantages, and impact of Internet banking, mobile banking, SMS banking, and other electronic banking services on the economy. The article reveals the importance of remote banking services in expanding the population's access to financial services, increasing the speed and convenience of banking operations, reducing banks' operating costs, and ensuring financial accessibility. In addition, it presents scientific conclusions and practical recommendations on the prospects for introducing digital technologies into banking activities, existing problems, and ways to overcome them.

Keywords. Remote banking services, digital banking, internet banking, mobile banking, SMS banking, electronic payment systems, financial inclusion, digital economy, banking innovations, financial technologies (FinTech), e-commerce, banking infrastructure, cybersecurity, digital transformation, banking system, quality of customer service.

Main part. The digitalization of the modern economy is also having a significant impact on the activities of the banking system. As a result of the rapid development of information and communication technologies, the forms of providing banking services have changed radically. Previously, bank customers carried out almost all operations by visiting bank branches, but today they have the opportunity to use many services using the Internet or mobile applications. In this regard, remote banking services are forming as an integral part of the modern banking system. In scientific literature, remote banking services are interpreted as a set of services that ensure the implementation of financial transactions between the bank and the client through electronic means of communication. In this case, banking services are provided through the Internet, mobile communications, bank mobile applications, terminals and ATMs, QR code technologies and other digital platforms. The main goal of these services is to provide customers with fast, safe and convenient access to banking services.

Remote banking services are based on several important principles. First, it is necessary to ensure the continuity of services, that is, the client should be able to carry out banking operations at any time of the day. Second, information security must be guaranteed at a high level. Because personal and financial information is processed in the banking system. Third, the presence of a convenient and simple interface of services ensures their effective use by users. Fourth, the rapid execution of operations increases customers' confidence in the banking system. The development of remote banking services is directly related to the concept of the digital economy. The digital economy

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involves the use of modern information technologies in all areas of economic activity. Banks are one of the most active participants in this process. Because the transfer of financial transactions to electronic form not only improves the quality of service, but also accelerates the speed of circulation of funds in the economy. One of the most common types of remote banking services is internet banking. Through internet banking, customers can log in to their personal account and manage their account, transfer funds, pay for utilities, and track information on loans and deposits. Mobile banking makes it even more convenient to use banking services through smartphone applications. Today, using mobile applications, you can transfer money in a matter of seconds, pay via QR code, or manage bank cards. The role of remote banking services in the economy is very important. First of all, they serve to increase the popularity of financial services. Especially, people living in remote areas will have the opportunity to use banking services without visiting bank branches. As a result, the level of financial inclusion will increase, that is, broad segments of the population will be attracted to the formal financial system. This has a positive impact on the growth of savings, the development of cashless settlements, and ensuring the transparency of the economy. From an economic point of view, remote banking services also significantly reduce the operating costs of banks. The establishment and maintenance of traditional bank branches requires significant financial resources. Digital services, on the other hand, allow for the automation of many operations. This increases labor productivity.

i, reduces service time and helps to effectively use bank resources. Remote banking services also support the activities of business entities. Small businesses and private entrepreneurs have the opportunity to pay taxes, transfer wages, and settle accounts with suppliers without visiting the bank. This contributes to the improvement of the business environment and increased economic activity. At the same time, the development of remote banking services also poses some problems. In particular, issues related to cybersecurity threats, personal data protection, insufficient development of Internet infrastructure, and digital literacy of the population are relevant. To eliminate these problems, it is necessary to use modern encryption technologies, widely introduce two-step authentication, regularly inform users about cybersecurity, and develop digital infrastructure. International experience shows that in developed countries, remote banking services have become the main direction of banking activities. Artificial intelligence, blockchain technology, biometric identification and Open Banking systems are helping to make banking services more efficient, secure and transparent. As a result of the reforms being implemented to digitize the banking system in Uzbekistan, the scope of remote banking services is expanding. This not only increases the competitiveness of the banking sector, but also serves as one of the important factors in the development of the digital economy in the country. In general, remote banking services are one of the strategic directions of the modern financial system, and their development serves to increase economic efficiency, expand access to financial services and improve the quality of life of the population. Therefore, deepening scientific research in this area and improving practical mechanisms are one of the urgent tasks of today.

Conclusion. The results of the study show that remote banking services are an integral part of the modern banking system, and their development is an important factor in the formation of a digital economy and increasing the efficiency of the financial system. As a result of the rapid development of information and communication technologies, the methods of providing banking services have fundamentally changed, and new, convenient and fast forms of customer service have emerged. Today, Internet banking, mobile banking, QR payments and other electronic services not only simplify banking operations, but also significantly expand the population's access to financial services. During the study, the theoretical foundations of remote banking services were analyzed, and their role and importance in the economy were highlighted. The analysis showed that these services allow automating banking operations, improving the quality of service, reducing operating costs, and saving

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time and money for customers. At the same time, remote banking services are an important tool in ensuring financial inclusion, making it much easier for the population living in regions with few bank branches to use banking services. It was also found that the development of remote banking services contributes to an increase in the share of non-cash payments, accelerating the circulation of funds, and making economic relations more transparent. This, in turn, has a positive impact on increasing the competitiveness of the banking system, supporting entrepreneurial activity and the sustainable development of the country's economy. However, there are also some problems in this area. In particular, the issues of ensuring cybersecurity, protecting personal data, the uneven development of the Internet infrastructure in all regions, and increasing the digital literacy of the population remain relevant. To eliminate these problems, it is advisable to widely introduce modern information security technologies, expand the use of innovative solutions in the banking system, regularly train users on the safe use of digital financial services, and further improve the digital infrastructure of banks. In conclusion, the development of remote banking services is one of the priority areas for modernizing the banking system today. Further improvement of these services, the widespread introduction of artificial intelligence, biometric identification, blockchain and other innovative technologies will not only improve the quality and security of banking services, but also increase the financial accessibility of the population.

will serve to expand the digital economy. As a result, it will be possible to achieve sustainable development of the digital economy in the country, adaptation of the banking system to international standards, and acceleration of economic growth. In the future, it is advisable to continue scientific research on the development of remote banking services in the direction of in-depth study of the impact of innovative technologies on banking practice, analysis of customer needs, and effective implementation of international experience in the national banking system.

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