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## Quality of banking services as a tool for building "Bank - Real sector" effective business models

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### Abstract

© Liliana Ikhsanova, Ksenia Lurie, Daniya Bikchantaeva, 2014. The article describes the quality of banking services of Russian credit organizations. In this study the quality means the possibility of banks to meet the needs of the real economy. Quality is an instrument of effective interaction, which refers to the possibility of long-term financing of the real economy while maintaining the profitability of the banking sector. In the study the analysis of credit institutions was done and the basic business model of interaction between banking and real sectors in Russia was described. As the result of the analysis, the level of service quality was revealed.

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### Keywords

Business models, The interaction of banking and real sectors of economy, The quality of banking services