

Abstract

The ongoing tradition of putting money in the bank has stayed amongst people for centuries. However, the appearance of digital banks may change this lengthy attitude in an unknown direction. The outbreak of a novel disease COVID-19 has already changed the way people do business today and might also have an effect on the banking sector.

This thesis aims to identify the influence of COVID-19 on the banking industry of Ukraine as well as to see whether there is a trend in the shift from traditional brick-and-mortar towards digital banks with no physical branches, but only with 24/7 online support.

The study takes a close look at Ukrainian Central Bank and its monetary policies that are planned to settle financial stability in national currency. And analyzing their effects on the country's main banks. Apart from analyzing existed material on this topic, the research has conducted 12 detailed interviews with experts in this field. The received data presents the strong impact of COVID-19 on the banking industry, particularly in fastening the use of digital banks among young people during the pandemic time due to safety measures by contactless payment and more convenient service.

The study follows the qualitative approach presented in a form of in-depth interviews with professionals from the industry. After analyzing and examine the data, the researcher provides the results and findings of this study in a clear form.