

ELECTRONIC BANKING WARKETING

MAIN TASK AND KEY GOALS:

- aspects of the organization of electronic banking marketing as an innovative approach to the organization of banking business in modern conditions are covered;
- the main aspects of the development and formation of banks as financial institutions are substantiated;
- the main electronic banking services and development leaks are conceptualized, which provides the possibility of arguing their types, types and basic functions;
- the main strategies of banking marketing, the main electronic payment systems and money transfers are substantiated;
- the stated trends in the development of electronic banking and services in the world: the advantages and disadvantages are highlighted;

The obtained scientific and methodological aspects can be practically applied as:

- tools for arguing the main banking electronic services and their implementation in marketing;
- analysis, evaluation and selection of innovative tools for developing an organization's strategy in the field of electronic banking marketing.

CHAPTER 1. BANKING SYSTEMS AND TYPES OF BANKS

CHAPTER 2. ELECTRONIC BANKING SERVICES

CHAPTER 3. ELECTRONIC BANKING MARKETS

CHAPTER 4. QUALITY OF ELECTRONIC BANKING SERVICES

CHAPTER 5. ELECTRONIC BANKING SYSTEMS AND THEIR FACILITIES

CHAPTER 6. ELECTRONIC AND VIRTUAL MONEY AND METHODS OF PAYMENT WITH THEM

CHAPTER 7. ELECTRONIC CLEARING AND PAYMENT SYSTEMS

CHAPTER 8. PROVISION OF MOBILE BANKING SERVICES

CHAPTER 9. TRENDS IN THE DEVELOPMENT OF ELECTRONIC BANKING SERVICES.

CHAPTER 10. THE REALITY OF ELECTRONIC BANKING IN JORDAN



1. BANKING SYSTEMS AND TYPES OF BANKS

Stages of development of banking

Stages of development of banking

First stage
From antiquity to the founding of the Bank of Venice.

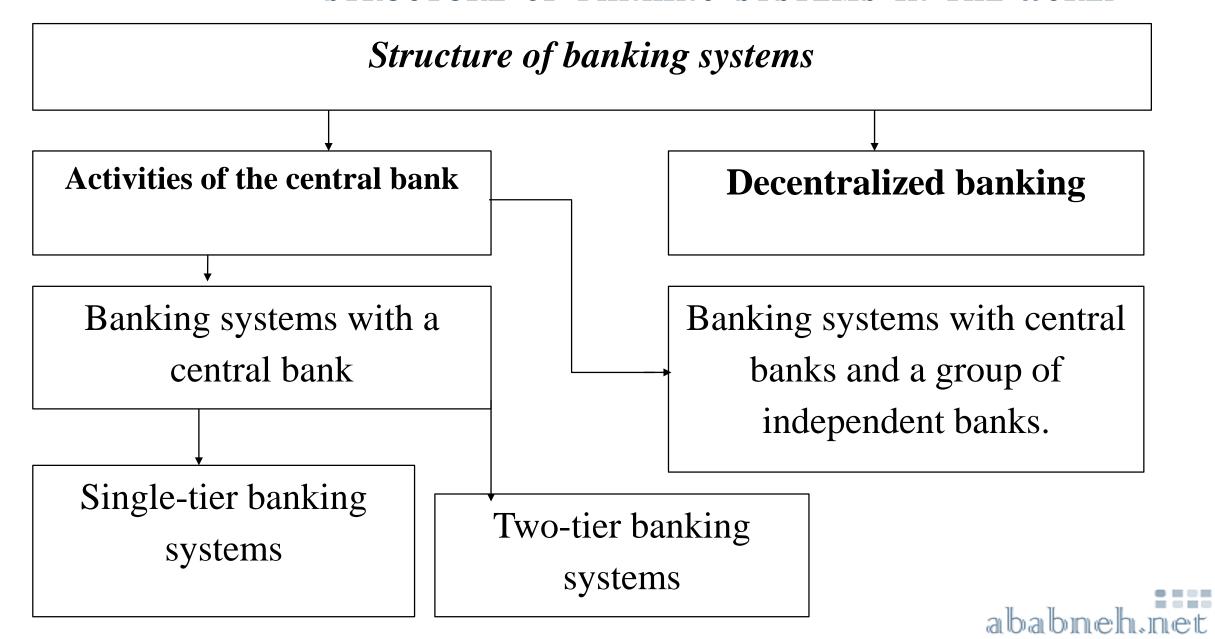
Second phase
From 1156 to the founding of the Bank of England in 1694.

Third stage
From 1694 to the end of the 18th century.

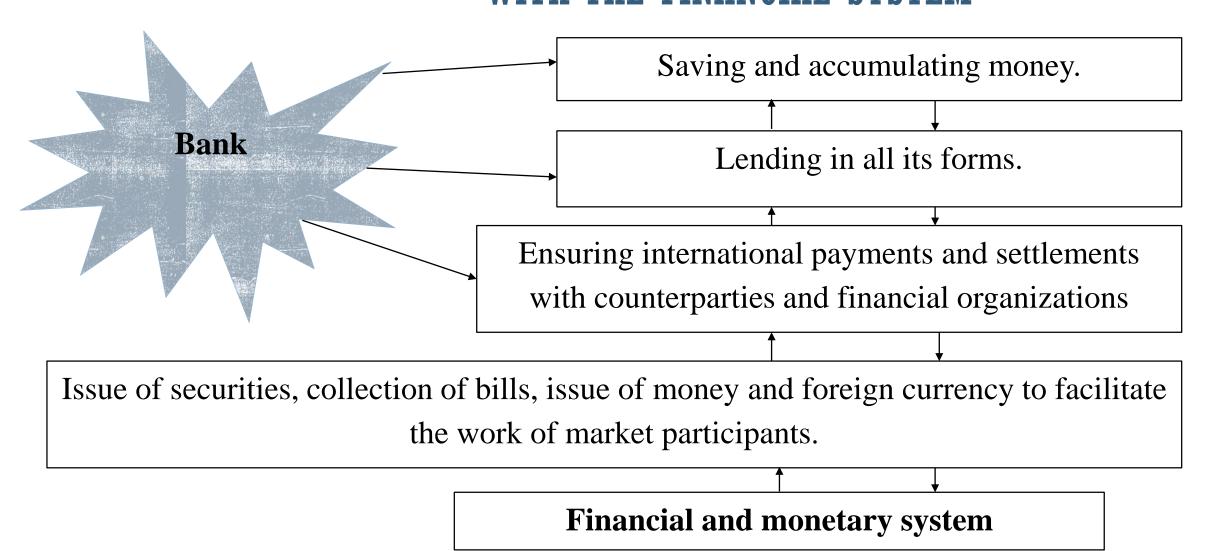
Third stage
From 1694 to the end of the 18th century.



STRUCTURE OF BANKING SYSTEMS IN THE WORLD



Al-Ababneh Elements of the banking system and its relationship with the financial system





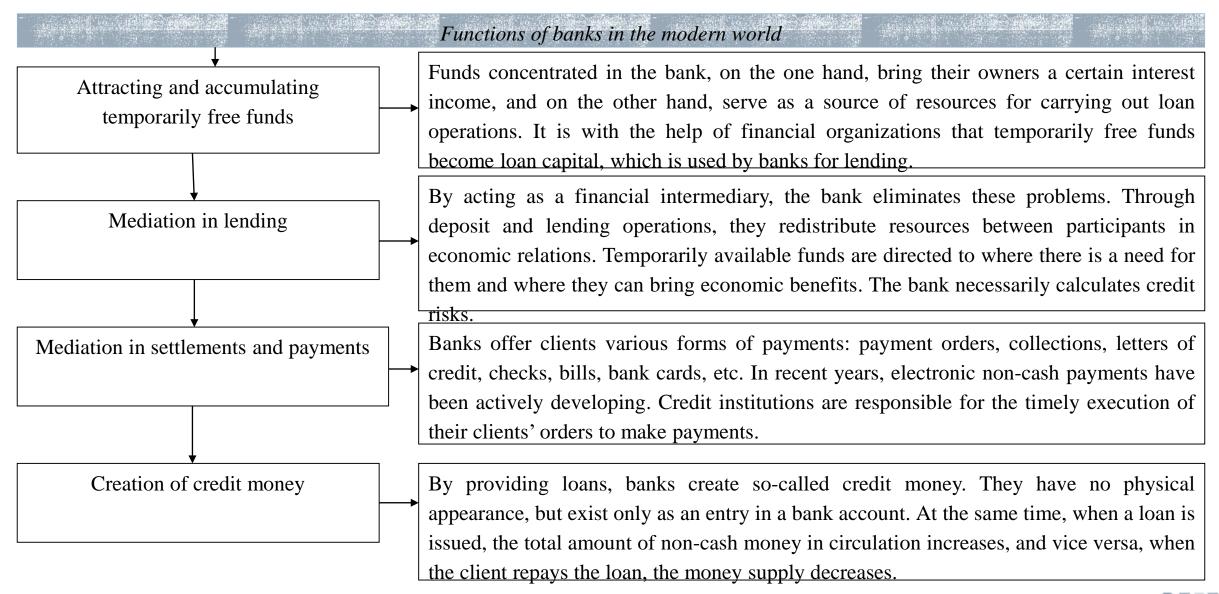


MAIN CHARACTERISTICS OF BANKS AS FINANCIAL INTERMEDIARIES

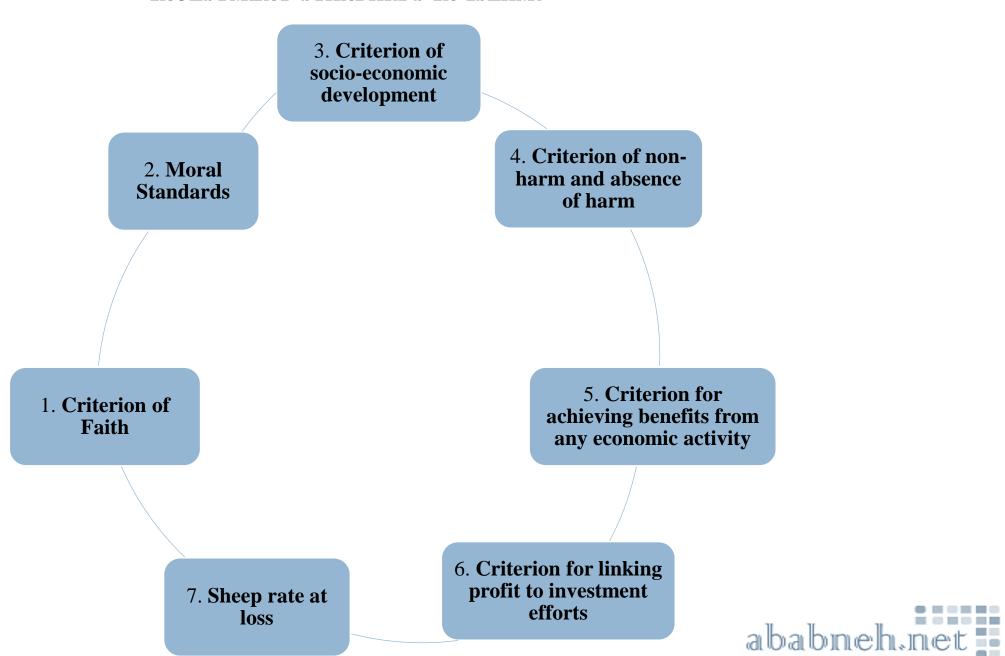
Sign	Features and characteristics
Debt exchange	Banks issue their own debt obligations, and the funds raised on this basis are placed on their behalf in debt obligations issued by other issuers.
Formation of own obligations based on deposits	Banks form their own liabilities on the basis of highly liquid and fixed deposits. Acting as a financial intermediary, banks assume unconditional obligations with a fixed amount of debt to legal entities and individuals.
Deposit financial intermediaries	Banks generate credit resources mainly through borrowed funds, which makes them dependent on external and internal factors and necessitates a special system of supervision of banking activities by the central bank and other authorities.
Ensuring the functioning of the payment system	Banks have the right to open and service settlement, current, currency and other accounts, issue non-cash means of payment and, on this basis, ensure the functioning of the payment system.



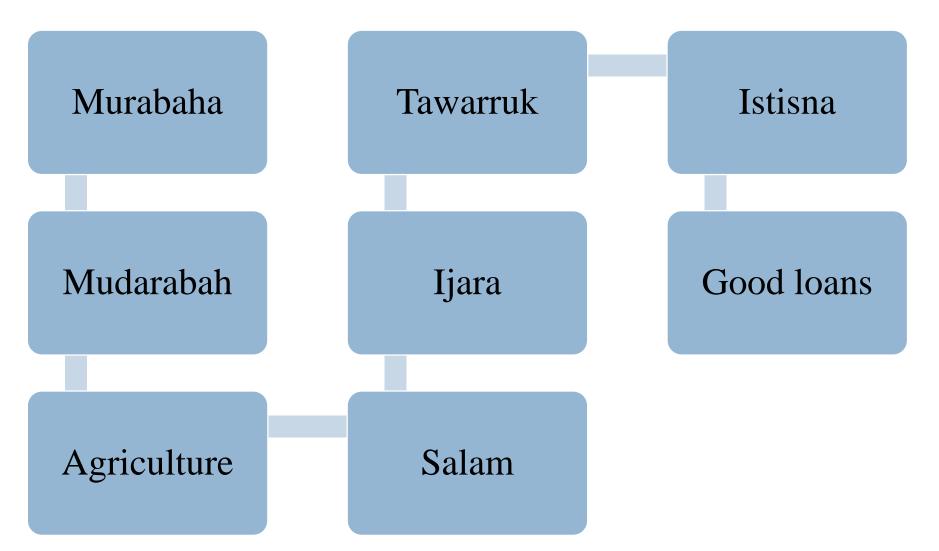
THE MAIN FUNCTIONS OF BANKS IN THE MODERN WORLD



INVESTMENT STANDARDS IN ISLAM:



Tal-Ababneh directions of investment in Islam (Islamic finance):





2. ELECTRONIC BANKING SERVICES

FACTORS INFLUENCING ELECTRONIC BANKING

Customer behavior

Contest

Technological development and innovation

Customer relations and quality

Electronic loyalty



SERVICE DIMENSIONS

- Service offering:
- The way in which the service is delivered.

User experience:

- The user's direct experience of using the service. Service outcomes:
- The benefits and outcomes of the service to the user.

Value:

• The benefit perceived by the user from the service compared to the cost of the service. Electronic banking is the process of offering and delivering services that enable customers to access accounts and perform various transactions and other services without having to go to the bank, as it relies on information technology.



ALAbabneh STAGES OF USING TECHNOLOGY IN ELECTRONIC BANKING

- Initial stage
- Stage of technological awareness
- Stage of implementation of communications and immediate customer service.
- Stage of cost control and monitoring.
- Introduction of technology needs of the banking sector.
- Stage of consideration of technologies in the activities of banks.



AL-Ababneh Advantages and disadvantages of using electronic banking services

Type of electronic banking services	Benefits of use	Disadvantages of use
Telephone banking.	High mobility, speed and low costs of operations.	Lack of capabilities, inconvenience to use and inability to transfer documents to the bank.
Banking computer Bank – Client.	High level of protection and the ability to exchange documents.	Expensive and requires low traffic software installation.
Video banking.	Great convenience for direct communication, as it combines all the capabilities of electronic banking services.	High production and implementation costs and low level of secrecy.
Electronic banking services	Ease of movement, low costs, convenience, document sharing and a wide and varied selection of information.	Insufficient protection of channels from unauthorized piracy and the need to have a computer and a telephone line at the same time.



Types of primary and additional banking activities

Number	Main activity	Additional activity
1	Cash deposits: loans, currencies and shares	Fundraising activities: deposits, interbank loans and issuance of securities.
2	Opening and maintaining bank accounts using the Internet as a tool for this process.	Transfer of raised funds on your own behalf and at your own expense, using the Internet as a tool for this process.
3	Carrying out non-cash payments: on behalf of individuals and legal entities on their accounts using the Internet as a tool for this process.	Providing information and consulting services related to the use of the Internet.
4	Buying and selling foreign currency: cashless payments using the Internet as a tool for this process	
	Additional responsibilities of	f a credit institution
1	Issuance of guarantees to other persons ensuring the fu	ulfillment of monetary obligations.
2	Obtaining the right to demand from third parties the fu	lfillment of monetary obligations (factoring).
3	Management of funds and other property under agtransactions).	greements with individuals and legal entities (fiduciary
4	Conducting commercial transactions with precious me	etals and stones in accordance with legislation and laws.
5	Activities involving the rental of private buildings or safe storage of documents and valuables.	afes located in them to individuals and legal entities for the
6	Providing consulting and information services.	
7	A credit organization is prohibited from carrying out exception of insurance of currency risk and credit risk	production, commercial and insurance activities, with the





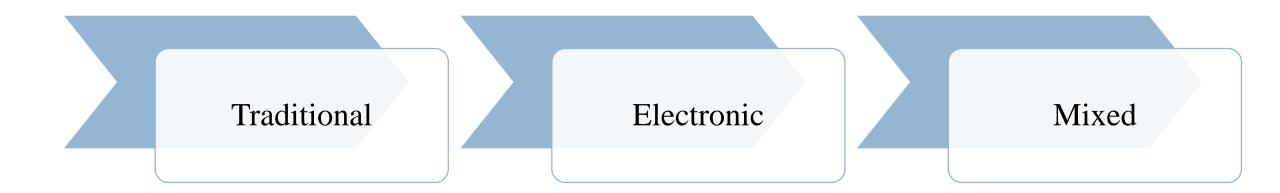
FUNCTIONS OF USING ELECTRONIC BANKING SERVICES

Vacancies in electronic banking	Concept
Pay all communication and utility bills	Electricity, water, telephone, taxes (telecommunications, Internet), other
	services (TV), training and further education etc.
Money transfer	Making financial transfers in foreign currency to any account in any bank.
Transfer money to pay product bills	Transfer money to pay bills for goods, including those purchased through
	online stores.
Currency exchange	Buying and selling foreign currency.
Deposit/withdrawal of funds	Top up/withdraw funds from your card account.
Open different types of accounts	Transfer money to them (urgently, savings, pension)
Get an account statement	Receiving account statements for a certain period in different formats.
Get payment information	Receive information about received payments in real time.
Receive information about completed	Receive information about payments made and, if necessary, reject
payments	unpaid payments.
Requests	Checkbook, account statement, request for a second PIN and bank card.
Other additional services	Brokerage services (purchase/sale of securities, formation of an
	investment portfolio, the opportunity to participate in bank mutual funds
	and participation in trading on the Forex market).



Ababneh 3. ELECTRONIC BANKING MARKETS

Methods of influencing electronic banking





STAGES OF ANALYSIS AND EVALUATION OF ELECTRONIC BANKING SERVICES

Stages of analysis and evaluation of electronic banking services

First stage:

Research of banking services in the electronic market

Second phase:

Collect and analyze data

It includes the assessment of data related to the electronic market.

third level:

Identify the banks that use electronic services the most

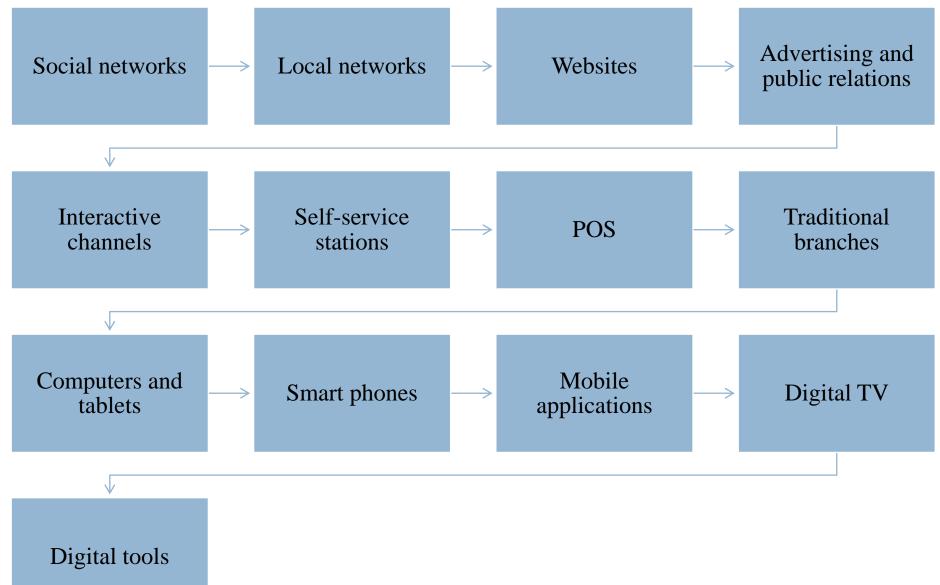




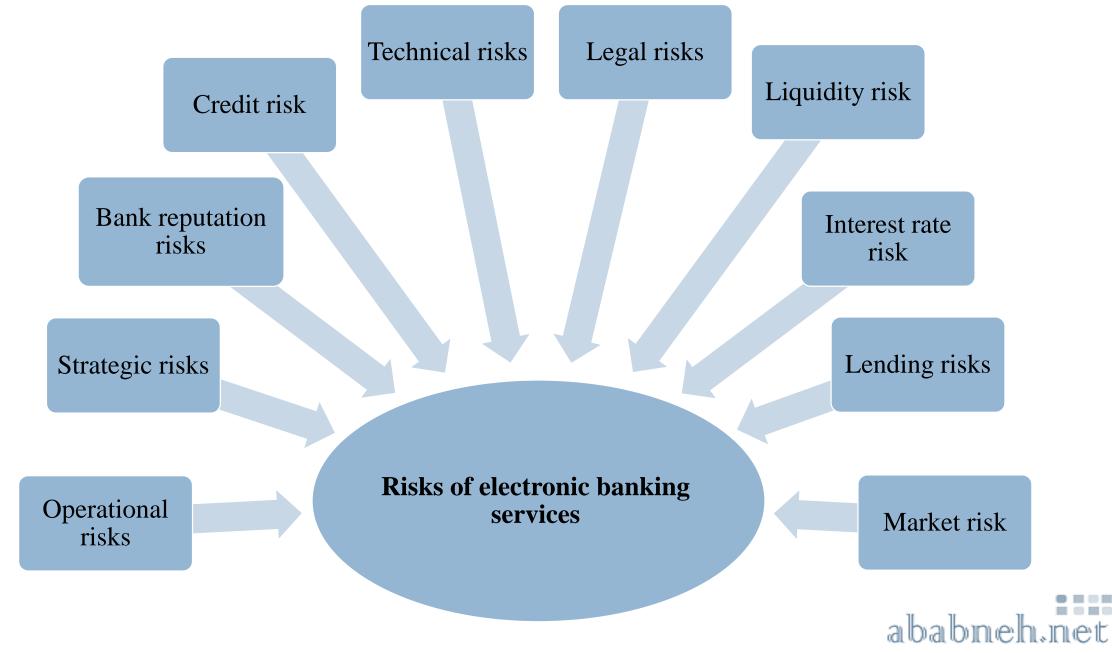
THE IMPORTANCE OF ELECTRONIC BANKING SERVICES AMONG INDIVIDUALS BY AGE GROUPS

Age group	Engagement in total number of users %
Less than 30	21,00%
From 25 to 50 years	45,00%
Over 50 years old	34,00%

ELECTRONIC BANKING CHANNELS IN THE WORLD

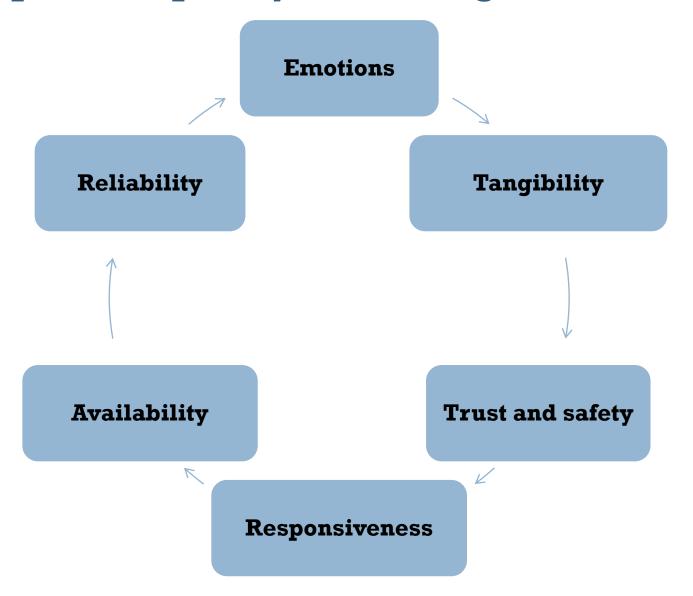


TYPES OF RISKS OF ELECTRONIC BANKING SERVICES



ALAbabneh 4. QUALITY OF ELECTRONIC BANKING SERVICES

Aspects of quality of banking services







STANDARDS AND QUALITY MODELS FOR ELECTRONIC BANKING SERVICES

Author	Standards and models
Zeithmal et al(2000); Zeithmal et al, (2002)	SERVEQUAL-E or QUAL-S-E scale. It consists of several dimensions: information availability/ease of use/data security/graphical style/reliability.
Lociacono et al. (. Lociacono E, Watson RT, Goodhue D (2000)	The WebQual Scope It consists of several aspects: relevance of information to the task, personal communication, trust, response time, ease of understanding, ease of operation, visual appeal, innovation, emotional appeal and consistent image. Completeness/comparative advantage on the Internet.
Zeithaml et al. (Zeithaml Valarie A, Parasuraman A, Malhotra A (2002)	SITEQUAL scale. The focus is on website features such as ease of use, aesthetic design, security and processing speed.
Wolfinbarger et al. (2003)	eTailQ Scale. It consists of an element and takes into account four factors: site design, reliability, loyalty, privacy, security and customer service.
Zeithaml et al. (Zeithaml Valarie A, Parasuraman A, Malhotra A (2005)	QUAL RecS-E scale It consists of three dimensions: Engagement/compensation/communication.



BEHAVIOURAL DETERMINANTS OF BANK CLIENTS:

- Expected results;
- Relevant circumstances;
- Experience with technology;
- Social reasons.

Electronic banking services - is a series of electronic channels for carrying out electronic banking transactions, which includes a process that allows the consumer to manage their banking transactions electronically around the clock through any effective information system and carry out any type of financial transactions at various levels through the use of information and communication technologies.





CONSUMER BEHAVIOR CHANGE REQUIREMENTS TO IMPROVE BANK MARKETING CAMPAIGNS

Shift the focus of promotion from the bank's own advertising to advertising of products



Particular attention to the quality characteristics of banking services.

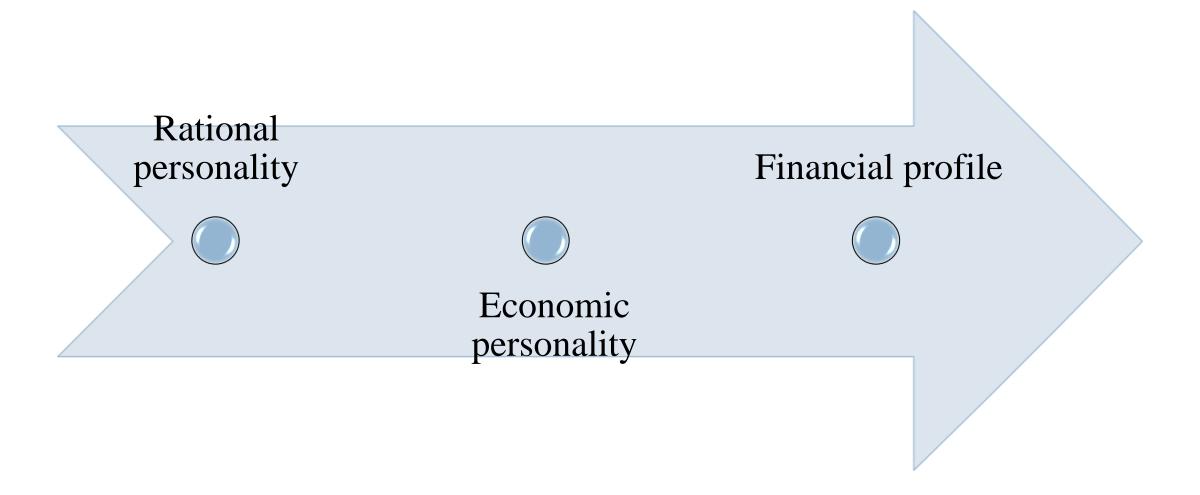


Focus on the quality of banking services, the main tool of banking competition





Human in the digital economy



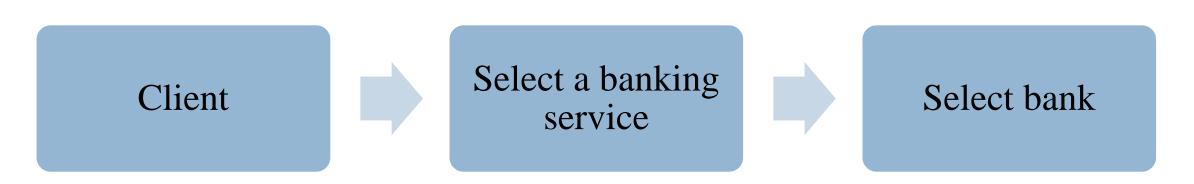




Traditional model of consumer choice in the banking market

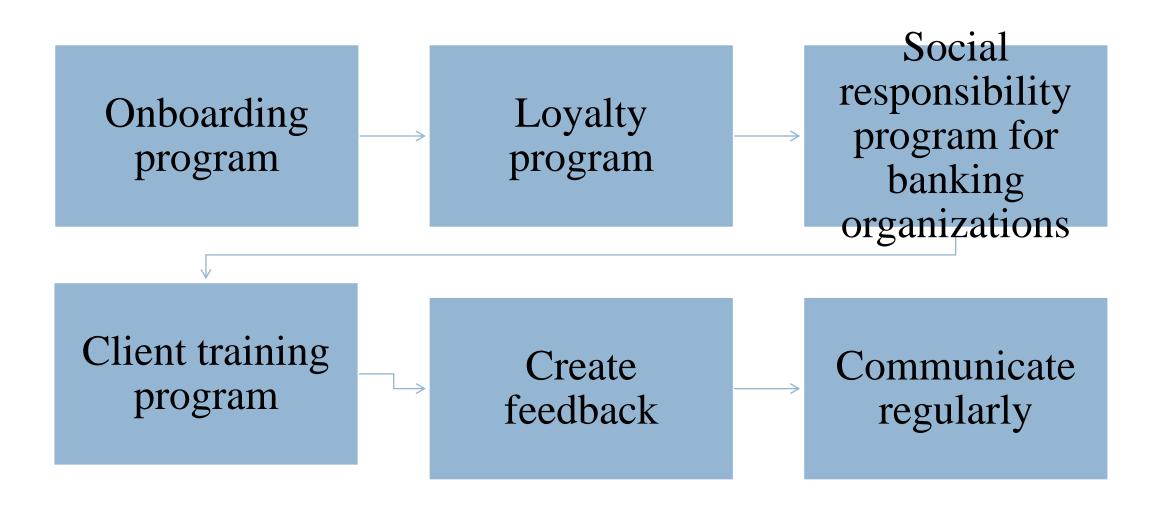


A new model of consumer choice in the banking market



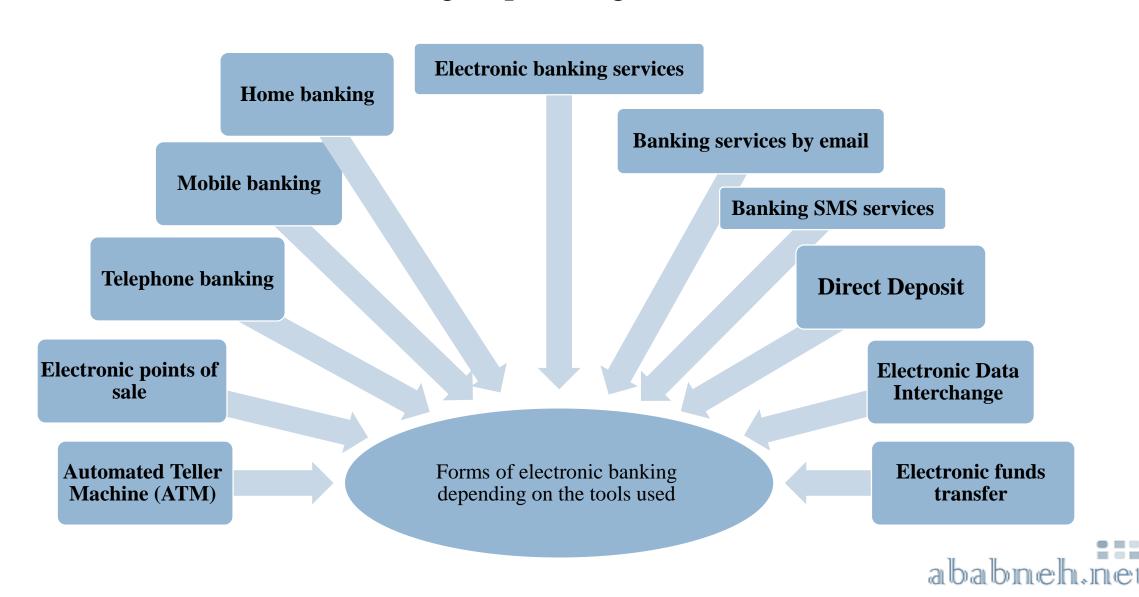


WAYS TO RETAIN BANK CUSTOMERS



ALAbabneh 5. ELECTRONIC BANKING SYSTEMS

Forms of electronic banking depending on the tools used







Key benefits:

- Ability to track the status of your transfer via the website.
- The service is available 24/7 through select branches.
- When the transfer is paid by the recipient, the sender will be notified via a short message on their mobile phone.
- Incoming transfers are paid and received in US dollars or local currency.
- Bank transfers are sent in the agreed currency.
- No bank account is required to receive transfers.



SWIFT:

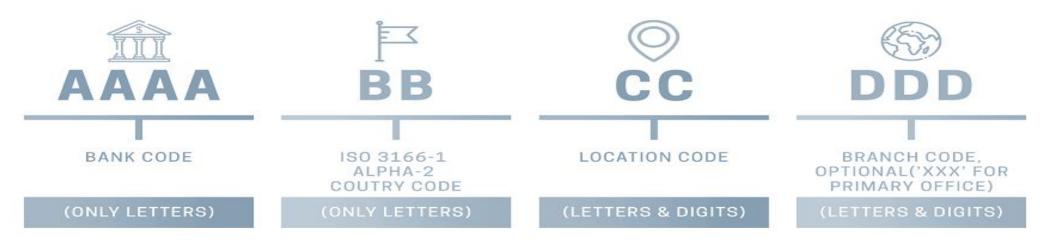
- **SWIFT:** A non-profit cooperative owned by member financial institutions with offices around the world, founded in Brussels in 1973 to create common processes and standards for financial transactions. The SWIFT system is a global central system for financial transfers that are exchanged electronically between banks around the world, as it adopts international standards, as a specific code for each bank is called the SWIFT code.
- The SWIFT system is an international network between banks for storing and transmitting financial information. Data is transmitted across the network using structured messages, each of which is designed to carry out a specific financial transaction that must be delivered. receiving and processing messages.
- **SWIFT code**: This is a permanent identification code for a bank. Each bank has its own SWIFT code and is different from any other bank. Each bank branch has its own SWIFT code, which is used for international transfers between banks or even within a country. correspondence between banks.





SWIFT CODE STRUCTURE

AAAABBCCDDD



AAAA	It indicates the bank code and consists only of letters.
ВВ	Refers to the country code, which also consists of letters.
CC	Enter the site code, which consists of letters and numbers
DDD	It belongs to a bank branch and therefore does not exist in the main branch, or it may be assigned a code, which may also consist of the letters and numbers XXX.





THE MAIN ADVANTAGES OF USING THE SWIFT SYSTEM AMONG INTERNATIONAL BANKS

The main advantages of using the SWIFT system among international banks

Increasing the efficiency of banks through the use of standardization and modern methods of information transfer.

Ensure the reliability of sending messages (encryption and special procedures for sending and receiving).

Direct access of SWIFT member banks to their correspondents and branches around the world in 20 minutes and urgently in 5 minutes.

The use of unified communications helps eliminate language barriers and reduce differences in international banking practices.

Ensuring the security of data transmission and protecting it from fraud, loss of information, unanswered payment orders and financial messages.

There is no upper limit on the transfer amount.

Making transfers in all major foreign currencies.

Guaranteed and secure thanks to the adoption of SWIFT CODE standards.



BENEFITS OF WORKING IN THE SWIFT NETWORK:

- 1. Reliability of message transmission: A special way of sending and receiving messages due to "excellent" redundancy of each network element.
- 2. Ensuring complete security due to a multi-level complex of physical, technical and organizational methods of protection, ensuring complete security and confidentiality of the transmitted information.
- 3. Reduction of operating costs compared to telephone communication: The cost of a standard message does not depend on the distance, and the high density of exchange reduces the cost so much that it is lower than the cost of similar telex and telex transmissions.



DISADVANTAGES OF THE SWIFT SYSTEM:

- High cost of connection: the bank's costs for connection to the SWIFT system are 160-200 thousand US dollars, which creates some problems for medium and small banks.
- Strong dependence of the internal organization on a very complex technical system (risk of failure and other technical problems).
- Limited possibility of using payment credit (during the validity period of the document), i.e. the period between debit and credit for accounts in which this period is reflected is reduced.





6. ELECTRONIC AND VIRTUAL MONEY AND METHODS OF PAYMENT WITH THEM

- •Electronic money is an intangible currency that has monetary value and is stored electronically on websites, electronic systems, or private digital databases.
- •This definition is contrary to the concept of traditional tangible currency, since the value of money or electronic currency is dependent on paper currency, and it is easy to convert two currencies, and electronic money is called money or digital currency.





DEFINING THE KEY ELEMENTS OF ELECTRONIC MONEY

Monetary value	Includes monetary units that have financial value (for example: a \$100 bill)	
Stored electronically	The cash value is credited electronically to a bank card or to the hard drive of a personal computer. This element distinguishes electronic money from legal and credit money, which are minted or printed monetary units. advance and purchased from the organizations that issued them. That's why they are called prepaid cards.	
Linked to bank account	The importance of this element becomes clear when distinguishing between electronic money and electronic means of payment, since the latter are electronic cards linked to the bank accounts of customers holding these cards and allow them to make payments to pay for purchased products in exchange for a commission paid to the bank providing this service.	
Widely spread	The use of electronic money is not limited to a certain category of individuals, for a certain period of time or within a certain regional territory. In order for it to become money, it must gain the trust of individuals and be accepted by them. a valid instrument of payment and medium of exchange.	
Payment method	This money must be valid to fulfill obligations such as buying groceries.	





ADVANTAGES OF ELECTRONIC MONEY IN THE WORLD

Advantages of electronic money	Functions
Integration and separation	Using electronic money allows you to avoid returning the balance.
Budget	There is no need to mint coins, issue banknotes, spend money on paint, paper, metal, etc.
High level of portability	Unlike cash drawers, the quantity of electronic money is not related to its weight or size.
Simplicity of the calculation process	There is no need to recalculate electronic money and this process is carried out automatically using a payment instrument.
Simplicity	Simplicity in organizing the physical security of electronic payment methods.
Reducing the influence of the human factor	The moment of payment is always recorded by the electronic system.
Save space and time	Electronic money does not need to be packaged, transported, counted or left in storage.
Qualitative uniformity	Electronic money, like banknotes or coins, cannot be destroyed.
Perfect preservation	Electronic money can maintain its quality for a long period of time.
High level of security	Electronic money is protected from changes in nomenclature, counterfeiting or theft using electronic and cryptographic means.
It's easy to exchange electronic money for cash	Electronic money can be debited from a bank card or account, or received in cash using the services of competent organizations.
Speed	The speed of transactions that occur immediately after submitting a request



ALAbabneh DISADVANTAGES OF ELECTRONIC MONEY IN THE WORLD

Disadvantages of electronic money	Functions
Lack of stable legal regulation	Many countries have not yet fully determined the status of electronic money, and therefore have not established legal provisions that could regulate the process of mutual settlements using electronic payment systems.
Confidentiality and the need for special tools	To exchange and store electronic money, special tools are required, but the currency is not without this drawback.
Not recognizing	Without special technical measures it is impossible to determine the amount of electronic money.
High risk of fraud	There is a high probability that fraudsters will be able to gain access to personal information of payers.
Low security level	Without the necessary security measures, it is very easy to steal electronic funds directly from the owner's account.

ALAbabaeh COMPARATIVE CHARACTERISTICS OF ELECTRONIC AND VIRTUAL MONEY

Comparison	Electronic money	Virtual money
View and Entity	This is real currency that is paid electronically.	It is a currency that does not have a form of currency associated with known legal currencies and does not have legal tender or other assets.
	Centralized in production and control, its ownership follows that of regular money, then it is replaced by an image stored on an electronic medium, and the monetary value is loaded onto an electronic medium such as a card or e-wallet in mobile phone applications.	It is produced using mining methods and algorithms, which is one of the mechanisms by
	The exchange takes place through an infrastructure subject to the regulation, control and supervision of a regulatory authority, with a trusted central authority performing clearing and settlement between the parties.	5 5 ,
Production and ownership	The relationship between the e-money issuer and the consumer is contractual in nature as the issuer replaces physical currency with electronic money and the e-money cycle ends when the issuer pays it out to its holders. This is an obligation for him and must be fulfilled. paying for it upon request.	transparency as they are purely electronic and created through digital programming without any
Supervision and regulation	It is a widespread medium of exchange across borders as well. It is one of the means of electronic payments to achieve various purposes. It operates to fulfill obligations and purchase goods.	
Relations with the issuer	No person can see transactions carried out using electronic currencies.	Cryptocurrency transactions can be viewed by anyone as they appear in public records.
General access	Personal identification information	This does not require any personal identification information.
Transparency	Electronic currency legislation is legal but unstable.	No reflection of legal legislation



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CHARACTERISTICS OF VIRTUAL MONEY:

- Available only in the digital environment.
- It uses a peer-to-peer network.
- Rapid development
- Complete security and privacy.
- It is based on blockchain technology.
- You do not need any permits or licenses to trade.
- You do not need to be in a specific place or country to use it.
- Possibility to hide the real identity of the user.
- Decentralization and lack of central authorities.
- Protection from fraud.
- Durability and the impossibility of reversing transactions





KEY BENEFITS AND RISKS OF BITCOIN

Advantages	Risks
Privacy and Confidentiality: Currencies are exchanged and transferred directly between users (peer-to-peer) without the help of an intermediary, increasing the privacy of transactions not subject to bank controls.	Facilitating the financing of illegal transactions. While secrecy and confidentiality are advantages, they also make it easier to finance shady and illegal transactions. The specific nature of this currency has made it a target for money laundering, the sale of stolen and prohibited goods, and the financing of terrorist groups.
Transaction transparency: All sales transactions are public and known to all users without knowing the identity of the sellers, but with full knowledge of the blocking of transactions and the time of their completion.	Cyber-attacks. The distribution and trading of virtual currencies by non-state actors such as terrorist organizations, insurgent groups, drug gangs and other criminal organizations makes the currency vulnerable to cyber-attacks that target and attack digital currencies and mining networks, as well as these attacks carried out by more sophisticated adversaries. The ability to create trustworthy and reliable virtual currencies can counter many potential attack threats, especially when they are created by non-state actors who often lack sufficient technological sophistication.
Versatility of the currency: This currency is characterized by the fact that it is not subject to geographical boundaries, as it can be transferred anywhere in the world at any time.	Low reliability. These currencies lack reliability as user trust in new currencies tends to be low and users need time to get used to the currency and test the stability and ease of use of the system. Reducing the role of governments. Researchers expect that as the spread and success of this virtual currency continues, and the volume of e-commerce and the number of international transactions over the Internet increases, it will lead to a decrease in the role of government in the modern economy and subsequent risks to the monetary and financial policies of countries. Money Mining: There are technical issues that make Bitcoin mining difficult for the average user due to the complexity of the programs that provide access to it and the complexity of the mathematics required to carry out the mining operations.









- One of the most important, well-known and largest electronic payment gateways in the world, used in more than 20 types of currencies in the United States. It is a legal system, which means that the state has acted as its guarantor since then. There may be something better, but this is the most widely used and reliable.
- With thousands of sites, organizations and many well-known Arabic sites, the bank works with most countries and provides financial brokerage services to facilitate the process. trade money online without having to divulge personal financial information.





Advantages of PayPal Bank:

- Providing all the convenience to all customers with the help of various services provided to customers.
- The bank is an intermediary for all individuals who buy online using MasterCard or Visa cards.
- One of the most important features of purchase and sale transactions is the absence of the risk of fraud.
- High popularity and wide distribution throughout the world.
- Ability to use currencies other than the dollar.
- High level of security, protection and confidence.

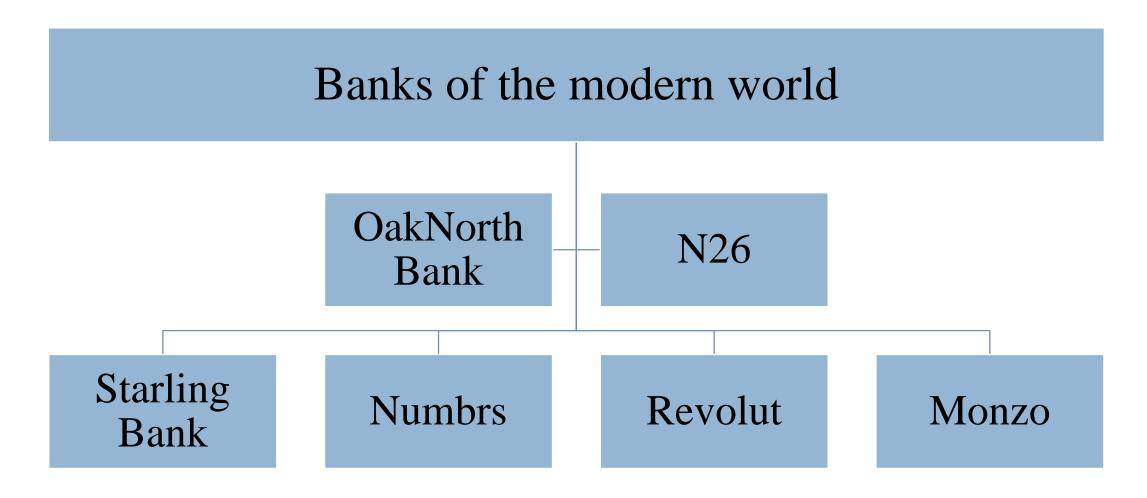
Disadvantages of PayPal:

- Many complications, especially in Arab countries.
- High fees.
- Few local banks recognize this and solve this problem.





RATING OF MODERN NEW VIRTUAL BANKS, MOST IN DEMAND WORLDWIDE





ALAbabneh 7. ELECTRONIC CLEARING AND PAYMENT SYSTEMS

Clearing between banks: It means that each bank has an office in the central bank called a clearing room and for this task each bank appoints an officer who represents the bank in the clearing room because clearing is the payment of debts arising from checks. raised in local banks and deposited by the customers of the banks.

Electronic clearing system between banks is a computerized payment system used by a group of banks. It is used when the recipient and the payer are customers of different banks. Clearing means settling the financial claims of customers through their own obligations. without transferring real resources or by simple transfer, and using a clearing system



THE MAIN ASPECTS OF THE OPERATION OF THIS SYSTEM

- Regulating the efficiency of mutual settlements between state banks and other countries.
- Increasing the reliability and accuracy of accounting records through the use of electronic protection methods, encryption and electronic signature.
- More efficient use of banking resources.
- Using international standards and modern technologies for integration into the global banking system.



PAYMENT SYSTEM IN THE WORLD

Factors	Description of influence
Liquidity	The settlement participant cannot always fulfill his obligations due to the lack of funds in the account.
Systems	The impossibility of one settlement participant to make a payment creates a similar situation for other participants.
Technician	Absence of technical systems and the possibility of information
(technician)	loss.



CLEARING FUNCTIONS

Mutual obligations and settlement requirements between participants of the exchange market during clearing Provision of guarantees for the performance of obligations stipulated by the contract.

Make financial payments.

Ensuring the supply of exchange products according to previously concluded contracts



AL-Ababneh ELECTRONIC CLEARING

Electronic clearing is the process of exchanging information, data, images and symbols related to cheques by electronic means and using secure and modern technical means under the control of an electronic clearing house to determine the net balances arising from this process in a specified period of time.

Objectives of electronic clearing:

- Transition from an automated check issuance system to an electronic check issuance system.
- Termination of paper checks for clearing at the stage of depositing them in banks.
- Collection of checks on one day for all regions of the Kingdom.
- Increasing trust in checks as a loyalty tool.
- Limiting the growth of the volume of returned checks.
- Implementation of a new culture of banking exchange based on technical cooperation and commercial freedom.

Ababneh CHANGE BETWEEN CURRENT AND ELECTRONIC CLEARING

Change between current and electronic clearing.			
Transparency	Exchange of original paper checks	Exchange of images and data of checks without the original	
Return of checks		Checks are returned before the asset is settled and within the specified period. If they are not returned to the calculation, they are automatically considered "accepted".	
Beneficiary of the check	Receipt of the value of the check within 3-5 working days.	Data collection time is reduced to two working days after system launch.	
Customer issuing a check	Will provide the balance on the date of inspection	The balance must be available by the check payment date or it will be returned.	



AL-Ababneh THE CHARACTERISTICS OF ELECTRONIC PAYMENT SYSTEMS ARE MEASURED

Simplicity and clarity: do not complicate established procedures, to facilitate their understanding by clients, to facilitate their knowledge, practice and explanations to clients as much as possible.

Flexibility. The system adapts to changes in customer behavior, payment methods, communication and rules

Speed: speed of payment in the shortest possible time

Safety. Security is an important element in gaining the trust of clients in proven payment methods



CHARACTERISTICS OF ELECTRONIC PAYMENT METHODS:

Electronic payment is international in nature: that is, it is a method accepted in all countries

Payment is made by electronic money: that is, the amount of money contained on a digital memory card or in the main division of the organization that controls the management of the exchange process

This method is used for remote electronic transactions: the contract is concluded between two parties distant from each other, and payment is made via the Internet.

It is necessary to create a banking system that will allow all this:
that is, the presence of devices that support these operations
remotely to facilitate the transactions of the parties and ensure trust
between them



AL-Ababneh

- An e-wallet is a type of electronic card used in commercial and financial transactions over the Internet. This is done using a computer or tablet, as it works similar to a credit card.
- An e-wallet can be linked to a bank account to conduct transactions. multiple transactions over the Internet using the account balance, through wallets.
- •An e-wallet can make monthly payments or any other financial payments belonging to the owner of the e-wallet. It is an easy way to pay all types of bills, both commercial and government. as well as restaurant and store bills.
- It documents the consumer's money and commercial transactions and protects them from purchase and exchange.



ALAbabneh FEATURES OF ELECTRONIC WALLETS

Convenient and simple payment	With one click of the mouse on the mobile phone, the user can pay at any point of sale for the received product or transaction.
Efficiency of use	When using an electronic wallet, the user will not have to look for money in the wallet or a suitable card for payment among the many documents that he carries with him, and perhaps he will not have to carry a wallet with him at all.
Organization	Electronic wallets can manage all types of user cards: from payment cards to loyalty cards that give the owner points and discounts when purchasing certain goods, to user membership cards.
Security and confidentiality	The user can set a secret code to control access to the wallet, unlike a regular wallet available to everyone, the number that is exchanged when purchasing is just a unique identification number and there is no information related to the card itself, which means more convenience and security
Ease and speed of execution	Some websites may ask you to fill out forms for payment operations, which is burdensome for the client, but an electronic wallet allows the user to bypass such cumbersome forms.
Offer discounts and rewards	The electronic wallet contains many special offers and rewards that will help you get more goods at low prices.
Low costs	The electronic wallet does not charge high commissions for the services and cards used in it.

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AREAS OF USE OF ELECTRONIC WALLETS

Billing management service	Clients can pay all types of bills through the account management service. Thanks to the ability of users to find out which accounts are due, overdue, paid and unpaid with one click of the mouse.
Bank deposit service	Users can transfer money from the SADAD electronic wallet to their bank account in just 5 seconds.
Financial transaction tracking service	The user can follow the progress of his money step by step to know where and how it is spent. And at what time?
The service of creating an online store	The user can create an online store for their products, add information about each product, attach photos to it and publish it on various communication platforms.
Purchase order tracking service	Can the user monitor the orders he has purchased and know which orders are being processed and which are waiting?



8. PROVISION OF MOBILE BANKING SERVICES

• Mobile banking is an electronic communication channel between the bank and the client. Its mission is to serve clients with convenient use through a simple interface that allows you to work with bank accounts and cards through a smartphone or tablet. It includes simplicity and high speed of implementation of all. procedures of types of banking operations.

Mobile banking:

- 1. Tablet PC.
- 2. Smartphone or mobile device.
- 3. Regular mobile phone.





CATEGORIES OF MOBILE BANKING IN THE GLOBAL FINANCIAL MARKET

Categories of mobile banking

Sign in to the account

- Check your account balance.
- Carrying out operations on the account

Without logging into the account

- Follow the news of banks or financial organizations.
- Description of services.
- Information about the location of the bank's ATM.
- Get the password





COMPARISON OF ADVANTAGES AND DISADVANTAGES OF MOBILE BANKING SERVICES

Advantages	Defects
Wide coverage of the client base	Weak development of electronic banking
Wide coverage of the chefit base	services in the retail sector
Saving time and effort	Waste of time
Stay in constant contact with others	Limit direct contact with others
Increase knowledge and culture	Loss of privacy
Easy access for help in emergency situations	Increase in the number of traffic accidents
Economical	The recovery period is difficult to predict.
Ability to work around the clock	Lack of qualified personnel
	Insufficient public awareness of electronic
Automated risk tracking	banking services.
Raising service standards	Psychological difficulties
A new source of profit	The question of using an electronic signature
Speed, efficiency, ease of use and convenience	Defects
When funds are received on the card account, the	Weak development of electronic banking
date and time of the transaction is reported.	services in the retail sector



METHODS OF PROVIDING MOBILE BANKING SERVICES

Methods of providing mobile banking services

Mobile banking based on unstructured additional service data (USSD).

SMS mobile banking (also known as SMS banking).

Mobile banking through mobile applications (for smartphones).





PROPER PROCEDURES WHEN USING MOBILE OR ONLINE BANKING SERVICES

Use a secure connection

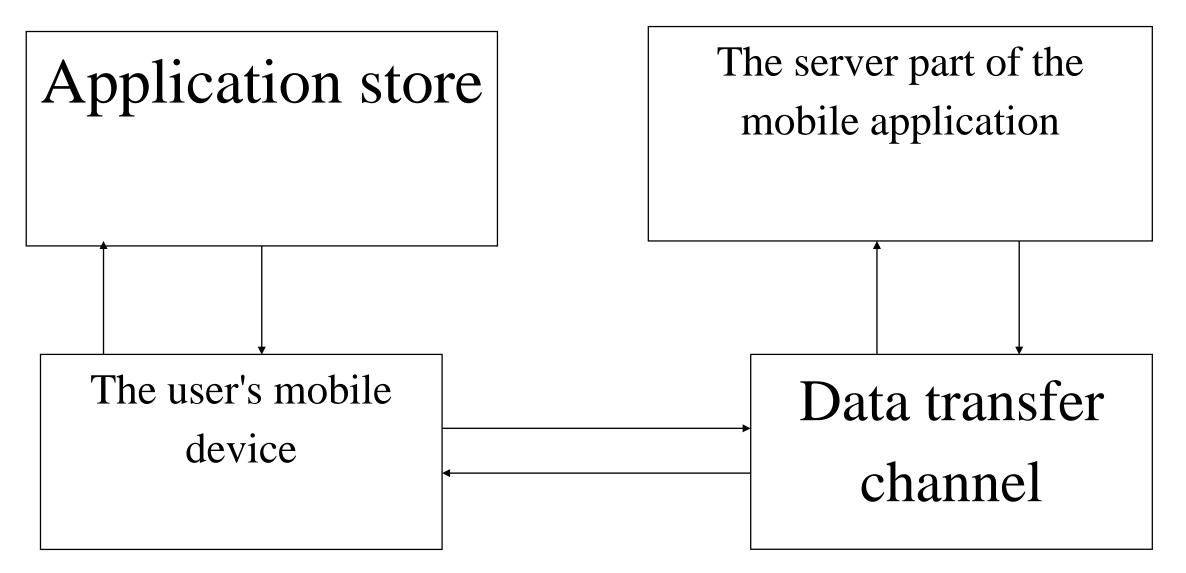
Avoid contacting through third-party websites or promotional emails

Antivirus software

Sign up for instant message notifications



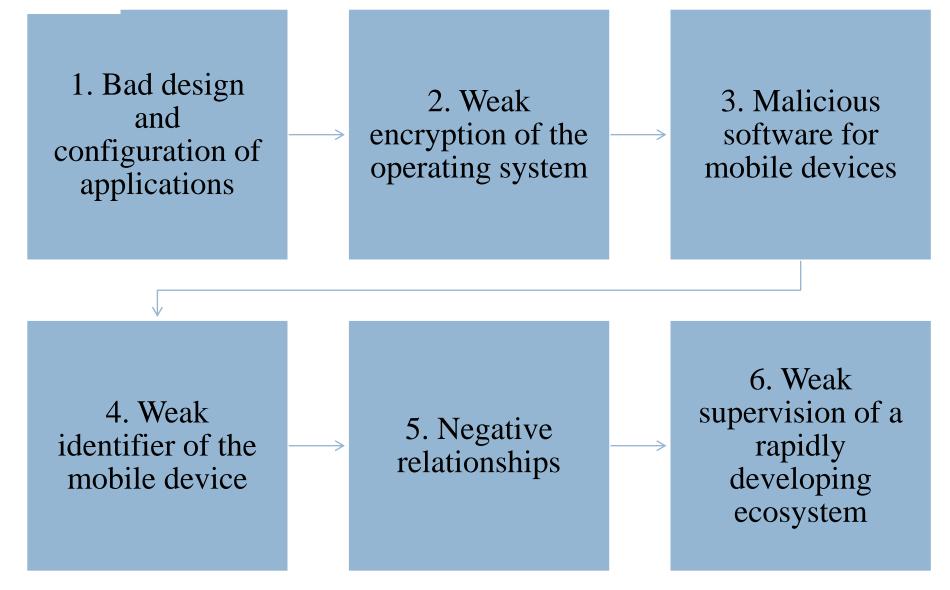
ALAbabneh CLIENT-SERVER INTERACTION IN MOBILE BANKING





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THREATS OF MOBILE BANKING



ALAbabaeh 9. TRENDS IN THE DEVELOPMENT OF ELECTRONIC BANKING SERVICES

Technology trends impacting the financial sector today and in the future:

- Modernization of existing systems
- Better customer service
- Connected structure
- Automated back office functions
- Security risk management
- Blockchain technology
- Big data analytics
- Artificial intelligence and chatbots
- Biometric technologies



AL-Ababneh CYBER SECURITY

refers to the protection of computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. The term is also known as IT security or electronic information security, used in a variety of contexts, from enterprise computing to mobile computing and can be divided into several general categories:

- Network security
- Application security
- Information security
- Operational security
- Disaster recovery and business continuity



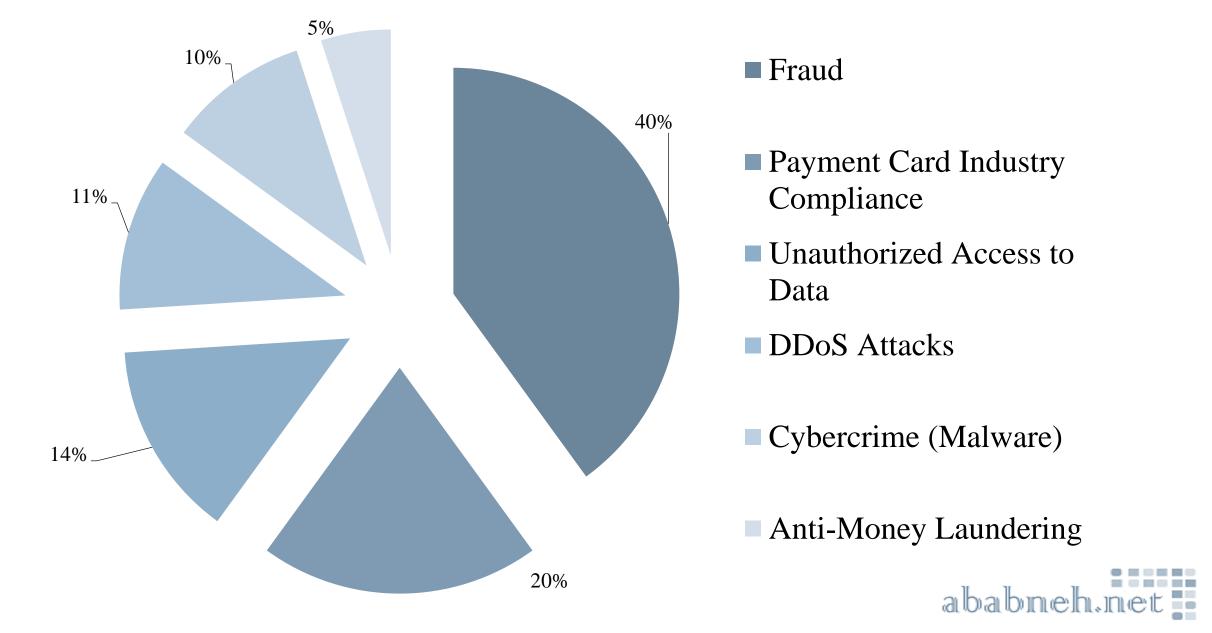
TYPES OF CYBERTHREATS

Cybercrime

Cyber-attack:

Cyber-terrorism

AL-Ababaeh RISKS OF INFORMATION SECURITY WHEN USING ELECTRONIC BANKING SERVICES IN THE WORLD %.





METHODS OF BANKING FRAUD

- •Stealing databases from the bank itself.
- Disclosure of the account password.
- Do not write down the password.
- •Guess the password manually or with software.

Data recovery:

- On public computers.
- Security and privacy.



Al-Ababaeh BASIC SECURITY RULES TO AVOID HACKING

- The main rule is not to try to make life easier or to refuse additional levels of security.
- You need to choose a strong password
- Change your password periodically.
- Passwords should be entered into special secure programs on smart devices or stored in an inaccessible place
- The temporary SMS password provided by many financial institutions is not safe.
- If criminals gain access to your mobile phone, they will be able to automatically access your electronic account.
- Be wary of any suspicious emails that allow you to receive sums of money in exchange for services or in exchange for using your account to transfer money to it.
- Do not use electronic links received by email to access electronic banking services.
- Beware of receiving emails asking for personal or banking information.
- Beware of chat platforms or emails with beautiful girls who can seduce you, introduce you to a relationship and force you to give up personal information.



Alabaeh 10. THE REALITY OF ELECTRONIC BANKING IN JORDAN International Standards for Computerization of Banking Operations in Jordan

Information technology standards in banking

Clearing operations (mutual settlements between banks).

Trading, marketing and money management.

Bank management.

Credit operations, including analysis of customer requests for creditworthiness.

Electronic payment systems and use of ATMs.

Telephone banking and home services.

Use different payment cards.

Email.

The flow of non-paper documents in a bank at the stages of transaction center - branches and banks - clients.

Securities market and operations.

Analysis of investments and financial markets.

Automation of processes in retail outlets





INTERNATIONAL ASPECTS OF THE FEATURES OF AUTOMATION OF BANKING PROCESSES

Allows you to automate banking services

Conduct paperless payment transactions with minimal human labor and reduced organizational costs.

Payments are processed primarily in real time, with the exception of endof-day summary and accounting reporting.

Accelerating the exchange of information between banks, clients and bank branches using communication channels.

Reduction of typical types of banking risks (loss of documents, incorrect address, forgery of payment documents, etc.).

Providing managers with strategic assessments of the bank's position in a competitive environment, labor organization and personnel policies.

AL-Ababneh comparison of traditional and innovative banking models

Comparison element	Traditional model	Email form
Customer service time.	The service is performed at a specific time	24/7 access
Speed of customer service.	It depends on the qualifications and experience of the bank employee.	Instant customer service.
Cost of services.		Low and often services are provided free of charge.
Scope of customer service.	recruitment.	Unlimited and may exceed the geographical location of the banking organization.
Condition while on duty.	ı	The functions of a clerk are performed by a bank client.
Procedures for obtaining information about new services and promotions.		This is implemented instantly via SMS and email newsletters.
Business-consumer service system.	1	The main articles are devoted to the purchase of content, servers and software aggregators.



RATING OF THE WORLD'S LEADING GROUPS BY LEVEL OF DEVELOPMENT OF FINANCIAL TECHNOLOGIES

Group of countries	Banks and systems	Advantages
Jordan	«eFawateerCom» «PS-MPay» «JoMoPay».	Payment platforms that allow users to receive and pay bills electronically from their computers.
Britannia	«Revolut» «Monzo» «Transferwise»	ATMs, point of sale and mobile devices.
Lithuania	«Paysera»	Offers its clients to open a free account in the payment system.
USA	«Stripe» «Adyen» «Ally Bank» «Chime»	Leading U.S. payment processors and online banks offer easy account opening and discounted rates and card processing.
Germany	«Fidorbank» «N26»	German electronic banks offer their clients online opening of IBAN accounts

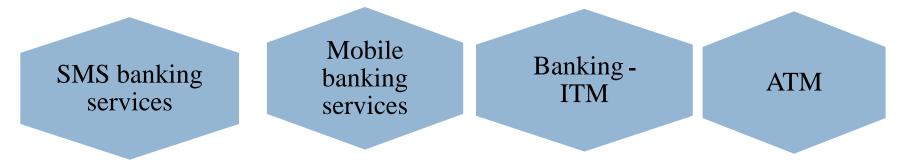


Banks of Jordan

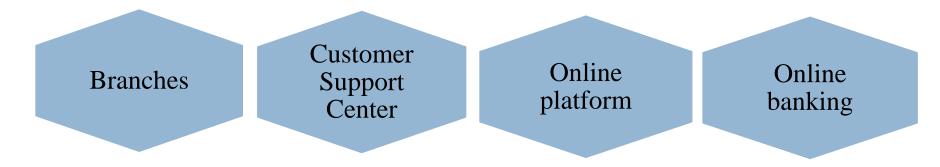
Jordanian commercial banks	
Bank	Bank
Jordan Kuwait Bank	Arab Bank S.A.E.
Jordan National Bank	Arab Banking Corporation Bank/Jordan
Housing Bank of Trade and Finance	Bank of Jordan
Arab Jordan Investment Bank	Cairo Amman Bank
Investment bank	Money Bank of Jordan
Union Bank	Jordan Commercial Bank
Foreign banks in Jordan	
Rafidain Bank	Egyptian-Arab Land Bank
BLOM Bank	City Bank N.A.
Jordanian Islamic Banks	
Jordan Islamic Bank	International Arab Islamic Bank
Islamic Bank Safwa	
Foreign Islamic banks	
Al Rajhi Bank	



TYPES AND FORMS OF ELECTRONIC BANKING SERVICES IN JORDAN



Jordanian banking services for users: Electronic banking services





ELECTRONIC BANKING SERVICES FROM ARAB BANK ONLINE FOR USERS

Basic services of Arab Bank via Internet

Overview of accounts and credit cards to ensure a single view of all accounts across Arab Bank branches on one screen in real time.

View, save and print emails for main accounts and cards.

Pay utilities and credit card payments

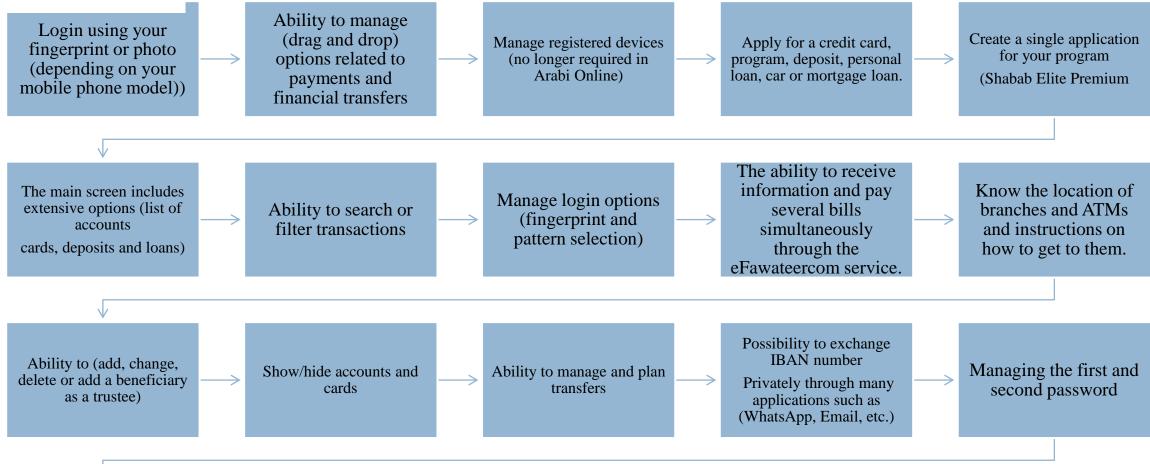
Transfer money between accounts of other Arab bank clients and transfer money to other accounts around the world

Submitting an electronic request for various products and services (opening a new account, requesting a loan, requesting a credit card, requesting a checkbook and other services)



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BASIC MOBILE BANKING SERVICES FOR ARAB BANK USERS

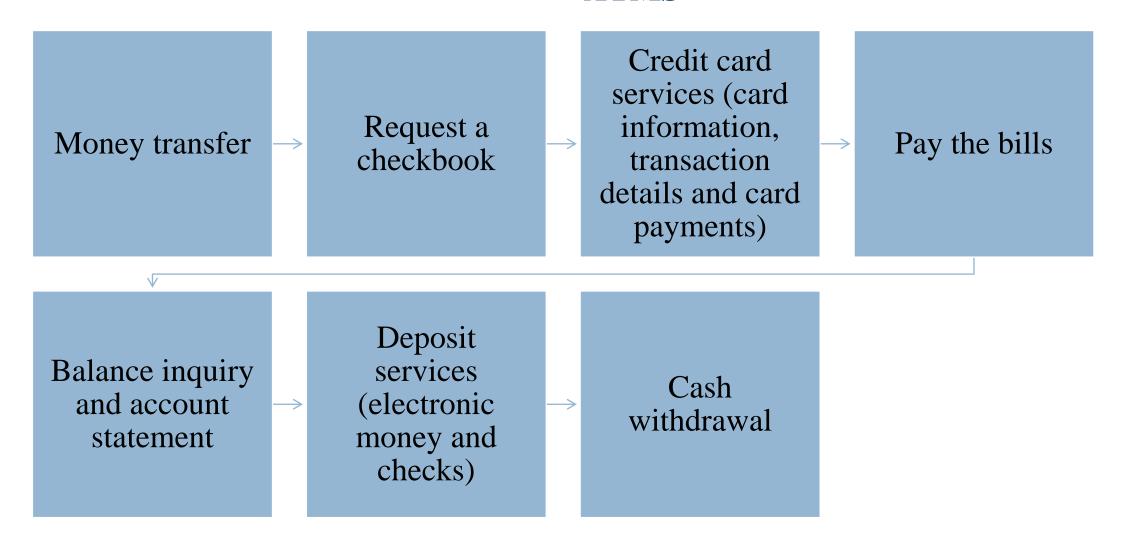


Possibility to use the JOMOPAY service



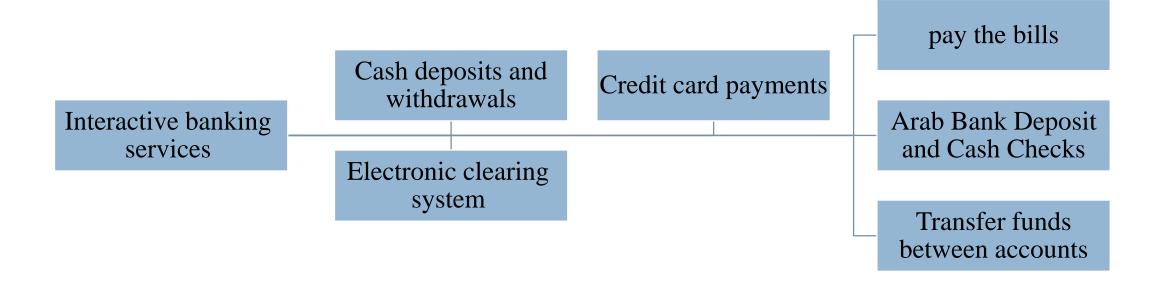


BASIC FUNCTIONS WHEN USING ARAB BANK ATMS





STRUCTURE OF OPERATIONS AND INTERACTIVE BANKING SERVICES







THIS SERVICE ALLOWS YOU TO RECEIVE SMS MESSAGES ABOUT TRANSACTIONS MADE ON YOUR ACCOUNT:

- 1. Receive various financial alerts, such as ATM withdrawals, check deposits, cash deposits, transfers, bill payments, etc.
- 2. Receive timely account information update notifications (KYC).
- 3. Receive notifications when electronic statements are issued.

It is worth noting the presence of such a service as SMS Express Plus: these service packages will help you choose one of the following advanced SMS notifications with a time limit/interval of your choice:

- 1. The balance is above or below your chosen limit.
- 2. Last 5 movements.
- 3. Exchange rates.





THANK YOU FOR YOUR