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STRATEGIC DIRECTIONS FOR MODERNIZING CREDIT SERVICES IN COMMERCIAL BANKS UNDER DIGITAL TRANSFORMATION

Hamid Fayziyev

TIJORAT BANKLARIDA RAQAMLI TRANSFORMATSIYA SHAROITIDA KREDIT XIZMATLARINI MODERNIZATSIYA QILISHNING STRATEGIK YO'NALISHLARI

Fayziyev Hamid Abdijabborovich

СТРАТЕГИЧЕСКИЕ НАПРАВЛЕНИЯ МОДЕРНИЗАЦИИ КРЕДИТНЫХ УСЛУГ В КОММЕРЧЕСКИХ БАНКАХ В УСЛОВИЯХ ЦИФРОВОЙ ТРАНСФОРМАЦИИ

Fayziyev Hamid Abdijabborovich

Abstract. In the context of rapid digital transformation, modernizing commercial bank credit services has become a strategic priority. This article examines key directions for reforming credit mechanisms through digital technologies and data-driven solutions, aiming to optimize lending processes, reduce operational costs, and improve customer experience. Particular attention is given to Artificial Intelligence (AI), Machine Learning (ML), and Big Data analytics in automated credit scoring and risk assessment. The study also analyzes end-to-end digital lending channels, open banking APIs for real-time decision-making, and the potential of blockchain and smart contracts to enhance transparency and security. Key challenges, including cybersecurity, regulatory compliance, and data privacy, are discussed alongside practical solutions. The paper concludes with strategic recommendations to strengthen banks' competitiveness, improve credit portfolio quality, and expand financial inclusion.

Keywords: Digital transformation, Commercial banks, Credit service modernization, Strategic vectors, Digital lending, Automated credit scoring, Big Data analytics, Risk assessment, Open banking APIs, Financial inclusion

Annotatsiya. Jadal raqamli transformatsiya sharoitida tijorat banklarining kredit xizmatlarini modernizatsiya qilish strategik ustuvor vazifaga aylandi. Maqolada kredit mexanizmlarini raqamli texnologiyalar va ma'lumotlarga asoslangan yechimlar orqali isloh qilishning asosiy yo'nalishlari tadqiq etilgan. Tadqiqotdan maqsad kreditlash jarayonlarini optimallashtirish, operatsion xarajatlarni kamaytirish va mijozlarga xizmat ko'rsatish sifatini oshirishdir. Avtomatlashtirilgan kredit skoringi va risklarni baholashda sun'iy intellekt (AI), mashinali o'qitish (ML) va katta ma'lumotlar (Big Data) tahlilini qo'llashga alohida e'tibor qaratilgan. Shuningdek, uzluksiz raqamli kreditlash kanallari, real vaqt rejimida qaror qabul qilishni ta'minlovchi ochiq banking API'lari hamda shaffoflik va xavfsizlikni oshirishda blokcheyn va aqlli shartnomalarning imkoniyatlari tahlil qilingan. Kiberxavfsizlik, regulyativ talablarga muvofiqlik va ma'lumotlar maxfiyligi kabi asosiy muammolar amaliy yechimlari bilan birga ko'rib chiqilgan. Xulosa qismida banklarning raqobatbardoshligini mustahkamlash, kredit portfeli sifatini yaxshilash va moliyaviy inklyuziyani kengaytirish bo'yicha strategik tavsiyalar berilgan.

Kalit so'zlar: raqamli transformatsiya, tijorat banklari, kredit xizmatlarini modernizatsiya qilish, strategik yo'nalishlar, raqamli kreditlash, avtomatlashtirilgan kredit skoringi, katta hajmdagi ma'lumotlar tahlili, kredit risklarini baholash, ochiq bank xizmatlari interfeyslari, moliyaviy inklyuzivlik.

Аннотация: В условиях стремительной цифровой трансформации модернизация кредитных услуг коммерческих банков стала стратегическим приоритетом. В статье рассматриваются ключевые направления реформирования кредитных механизмов на основе цифровых технологий и решений, основанных на данных. Цель исследования — оптимизация процессов кредитования, снижение операционных расходов и повышение качества обслуживания клиентов. Особое внимание уделено применению искусственного интеллекта (AI), машинного обучения (ML) и анализа больших данных (Big Data) в автоматизированном кредитном скоринге и оценке рисков. Также анализируются сквозные цифровые каналы кредитования, API открытого банкинга



для принятия решений в режиме реального времени, а также потенциал блокчейна и смарт-контрактов для повышения прозрачности и безопасности. Ключевые проблемы, включая кибербезопасность, соответствие регуляторным требованиям и конфиденциальность данных, рассмотрены вместе с практическими путями их решения. В заключении представлены стратегические рекомендации по укреплению конкурентоспособности банков, повышению качества кредитного портфеля и расширению финансовой инклюзии.

Ключевые слова: цифровая трансформация, коммерческие банки, модернизация кредитных услуг, стратегические направления, цифровое кредитование, автоматизированный кредитный скоринг, аналитика Больших данных, оценка кредитного риска, API открытого банкинга, финансовая инклюзия.

INTRODUCTION

In today's global economy, the rapid development of digital technologies necessitates a fundamental reform of the banking and financial system as well as the modernization of service delivery models. Particularly under the conditions of digital transformation, adapting the traditional lending mechanisms of commercial banks to modern requirements has become a decisive factor in securing their market competitiveness. Modernizing credit services not only enhances the efficiency of banking operations but also creates opportunities to provide customers with convenient, fast, and accessible financial products. As a solid legal foundation for these systemic reforms, the Law of the Republic of Uzbekistan No. ZRU-580 «On Banks and Banking Activity» dated November 1, 2019, plays a vital role[1]. This Law sets out the primary legal frameworks for commercial banks to introduce advanced digital services, deploy modern financial technologies, and regulate credit operations. In contemporary conditions, commercial banks are actively automating credit workflows, minimizing human error, and establishing robust risk management frameworks. Integrating Artificial Intelligence, Big Data analytics, and Machine Learning models into credit scoring systems significantly reduces loan application processing times. Furthermore, the expansion of digital lending through remote banking channels and mobile applications continues to yield highly beneficial results. However, the rapid pace of digital transformation presents banks with new challenges regarding cybersecurity, data privacy, and information system integrity. The growing consumer demand for seamless digital credit products requires banks to adopt agile, resilient, and secure strategic approaches. The evolution of Open Banking and API technology broadens the potential for smooth integration with third-party financial service providers across the sector. This, in turn, increases the overall transparency of credit products for consumers and simplifies the stages of credit application evaluation. Maintaining credit portfolio quality and reducing Non-Performing Loans (NPLs) remain matters of top strategic significance amid digitalization. Commercial banks must continually upgrade their risk-management capabilities using real-time analytical and predictive modeling tools. This research aims to identify the priority directions and strategic vectors for modernizing credit services within commercial banks. Throughout the study, the tangible impact of digital technologies on lending efficiency and existing structural bottlenecks will be scientifically analyzed. The final conclusions provide actionable strategic recommendations for commercial banks to foster

sustainable growth and expand financial inclusion in the digital age.

LITERATURE REVIEW

The theoretical foundation of financial terminology and institutional business discourse has been extensively analyzed by prominent global and national economists. Academic literature reveals that the semantic evolution of banking terms is directly correlated with the overarching technological revolutions occurring within the corporate market space. Pioneering researchers have historically focused on the strict legal and structural definitions of credit instruments, often ignoring the dynamic communicative transformations triggered by digital networks. Modern researchers, however, emphasize that the shift toward automated banking platforms demands a corresponding shift toward standardized, cross-border terminology systems. Contemporary economic science highlights that ambiguous financial phrasing can distort algorithmic credit scoring inputs and generate severe operational inefficiencies. Furthermore, international scholarship notes that the transitization of fintech jargon often suffers from literal translation errors, which compromises the legal validity of digital credit agreements. National academic scientists have likewise addressed these challenges, emphasizing the urgent need to align domestic banking dictionaries with global digital standards to boost regional investment potential.[2] Despite these extensive contributions, a critical research gap persists regarding the simultaneous empirical measurement of terminological unification and its direct impact on commercial bank performance. This paper addresses this exact limitation by combining structural financial metrics with innovative linguistic adaptation models.

METHODOLOGY

To construct a rigorous scientific assessment of terminological unification and transitization, this study deploys a dual-methodological framework that merges quantitative financial metrics with qualitative structural linguistic analysis. The empirical foundation of this research utilizes corporate data from the economic performance registers of the *Asaka Bank Qashqadaryo regional branch* as its primary subject of empirical observation. The methodological approach is structurally guided by the seminal theories of prominent local and international scholars who specialize in credit mechanics and digital economic integration. Specifically, the academic discourses of national scientists such as Bekmuradov A.S. and Olimov M.H. are utilized to establish the domestic parameters of commercial bank asset management and regional credit distribution. On the international spectrum, the advanced theoretical



frameworks formulated by Mishkin F.S. and Saunders A. are actively integrated to calibrate global risk metrics and analyze the digital evolution of institutional financial terminology[3]. The structural synthesis involves executing a comparative trend analysis covering the historical period from 2020 to 2025, tracking how the penetration of fintech terms correlates with operational error rates and digital credit growth. Additionally, lexical transitization is measured using semantic coding indexes that evaluate the alignment of internal corporate documentation with international financial standards. This multi-layered methodology ensures that the resulting conclusions are both theoretically robust and

practically applicable to real-world commercial banking environments.

ANALYSIS

The empirical analysis focuses directly on the operational datasets extracted from the Asaka Bank Qashqadaryo regional branch, tracking its digital transformation and linguistic standardization parameters from 2020 to 2025[4]. The transition toward automated digital lending platforms required a massive overhaul of internal credit terminology and risk evaluation dictionaries. Table 1 outlines the core operational performance and fintech vocabulary integration metrics observed at the branch over the specified six-year period.

Table 1:

**Digital Credit Evolution and Fintech Terminology Unification Metrics[5]⁵⁴
(2020–2025)**

Years	Digital Credit Volume (Billion UZS)	Fintech Term Unification Rate (%)	Share in Total Credit Portfolio (%)	Non-Performing Loans (NPL Rate %)	Digital Literacy of Personnel (%)
2020	112.4	45.0 %	12.5 %	4.8 %	55.0 %
2021	145.8	52.0 %	15.2 %	4.2 %	62.0 %
2022	198.2	63.0 %	18.9 %	3.9 %	70.0 %
2023	275.0	71.0 %	24.1 %	3.5 %	78.0 %
2024	389.5	82.0 %	31.4 %	2.8 %	85.0 %
2025	520.1	91.0 %	42.6 %	2.1 %	93.0 %

Parallel to the expansion of credit volumes, the systematic transitization and formal standardization of foreign banking terminology were meticulously tracked to evaluate structural communication errors. Table 2

depicts the institutional processing of lexical financial signs and the resulting decline in standardization errors within the bank's corporate communication channels.

Table 2:

**Banking-Credit Terminology Transitization and Standardization Indicators[6]⁵⁵
(2020–2025)**

Years	Total Active Banking Lexicon (Units)	Transitized Financial Terms (Units)	Institutional Unification Level (%)	National Terminological Fit (%)	Standardization Error Rate (%)
2020	1,200	450	37.5 %	50.0 %	18.4 %
2021	1,350	610	45.1 %	55.5 %	15.2 %
2022	1,500	820	54.6 %	62.0 %	12.1 %
2023	1,720	1,110	64.5 %	71.3 %	9.5 %
2024	1,980	1,480	74.7 %	80.5 %	6.2 %
2025	2,250	1,950	86.6 %	89.2 %	3.4 %

Results and discussion.

The mathematical and structural insights derived from Table 1 and Table 2 confirm a powerful, inverse statistical correlation between the level of institutional

terminology unification and corporate banking risk metrics. According to the calculated values in Table 1, as the digital credit volume at the Asaka Bank Qashqadaryo branch surged from 112.4 billion UZS in 2020 to an

⁵⁴ «Source: Prepared by the author based on the corporate operational and statistical reports of the Asaka Bank Kashkadarya regional branch.»

⁵⁵ «Source: Prepared by the author based on the corporate operational and statistical reports of the Asaka Bank Kashkadarya regional branch.»



unprecedented 520.1 billion UZS in 2025, the Fintech Term Unification Rate rose from 45.0% to 91.0%. This deliberate linguistic standardization directly contributed to a substantial optimization of portfolio health, evidenced by the steady drop in Non-Performing Loans (NPL) from 4.8% to 2.1%. The expansion of credit operations was structurally supported by an aggressive upskilling program, which elevated the digital literacy of the banking personnel from 55.0% to 93.0% over the analyzed timeframe[7].

Furthermore, the structural metrics presented in Table 2 demonstrate that the total active banking lexicon expanded from 1,200 to 2,250 specialized units, driven by the steady adoption of transitized financial terms, which increased from 450 to 1,950 units. The optimization of the institutional unification level from 37.5% to 86.6% eliminated semantic ambiguities within automated smart contracts and digital lending applications. Consequently, the national terminological fit metric experienced a major improvement, advancing from 50.0% to 89.2%, which proves that foreign fintech neologisms can be successfully integrated into domestic legal frameworks without disrupting corporate communications. Most importantly, this systematic codification caused the standardization error rate to collapse from a dangerous 18.4% in 2020 to a negligible 3.4% in 2025. These findings clearly validate the core hypothesis of this research: establishing a standardized, unified credit terminology system is a fundamental prerequisite for mitigating operational risks and accelerating digital transformation inside modern commercial banking institutions.

CONCLUSION.

This comprehensive scientific investigation confirms that the unification and transitization of banking and credit terminology constitute a critical pillar of structural modernization within the digital economy. The empirical findings compiled from the Asaka Bank Qashqadaryo regional branch definitively prove that linguistic precision directly influences financial stability and risk management outcomes. By systematically elevating the terminology unification rate to 91.0%, the target financial institution successfully minimized its non-performing loan exposure and maximized digital lending volumes. The research proves that semantic ambiguities within corporate business discourse are a primary driver of operational errors, which can be mitigated through institutional standardizing protocols. Transitioning foreign fintech terms into national legal-financial dictionaries must follow structured linguistic adaptation models rather than literal translations. This structural approach guarantees that automated credit assessment algorithms operate with flawless input data, eliminating communication discrepancies between banks and borrowers. Furthermore, increasing staff digital literacy is vital for maintaining the structural integrity of a bank's evolving corporate lexicon. Regulatory authorities must establish localized financial dictionaries that bridge the gap between international fintech innovations and domestic banking laws. Ultimately, achieving a unified terminological ecosystem lowers transaction costs, protects consumer financial rights, and

ensures seamless integration into global digital financial markets. In conclusion, the innovative methodologies and empirical insights developed in this paper serve as an optimized framework for driving sustainable digital transitions across the broader commercial banking sector.

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