

A Study on the Emerging Innovation in Banking Management with a Comprehensive Approach

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Abstract: *A Comprehensive Approach to Banking Innovation Management* The development of a comprehensive strategy for banking innovation management is the primary objective of this research. Auxiliary materials have been broadly utilized, deciphered and reevaluated to validate the contentions. The banking sector has been the sole focus of the analysis. Be that as it may, the encounters of different areas have likewise been examined to reinforce the contentions. The theoretical foundations of cultural creativity and innovation management in banking are the primary focus of this article, which aims to provide managers with a comprehensive strategy for adapting to a highly competitive and dynamic business environment. According to the findings of this study, one of the most important aspects of any organization is to foster and encourage creativity as well as novel methods in order to achieve long-term growth and development. Different drew nearer audited to foster all encompassing methodology for social imagination and development the board in banking. This study uncovered that imagination and creative procedures are fundamental elements for maintainable development and advancement in banking. Additionally, it demonstrates that the bank's innovative and creative strategies improved performance. The review suggests that guaranteeing social creativities, embracing inventive techniques, guaranteeing more imaginative items, further developing items, repositioning items, presenting easy to use IT based items, and so on are essential for a bank to guarantee present moment and long haul development and improvement.

Keywords: banking, cultural creativity, innovation management, a holistic approach, and strategic innovation

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