

# Comprehensive Perspective on Recent Trends the Banking Sector

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**Abstract:** *The primary objective of this study is to build a comprehensive strategy for managing banking advancements. Extensive utilization, interpretation, and re-evaluation of auxiliary resources have been conducted to validate the discrepancies. The examination has exclusively focused on the financial domain. Regardless, the experiences of different locations have also been scrutinized to bolster the arguments. This article focuses on the theoretical foundations of social imagination and developmental executives in the banking industry. Its aim is to provide managers with a comprehensive framework for adapting to a highly competitive and dynamic corporate environment. According to the findings of this review, a crucial aspect of any organization is to foster and sustain creativity along with intelligent tactics to achieve long-term growth and development. Various approaches were analysed to provide a comprehensive and strategic management of social innovation and progress in the banking sector. This study demonstrated that the presence of a creative mind and inventive systems is crucial for the successful development and advancement of the banking industry. Moreover, it demonstrates that the bank's innovative and creative processes enhanced performance. The survey suggests that for a bank to ensure both short-term and long-term growth and development, it is essential to prioritize social creativity, embrace innovative procedures, ensure the development of more inventive products, reposition existing products, and introduce user-friendly IT-based solutions.*

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