

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

Prof. Namita Parab and Jawanjale Meet Sahadev

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

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

I. INTRODUCTION

The general banking industry is surrounded by numerous issues. These difficult issues are step by step making this industry helpless in regards to its items and administrations (Hamdaoui and Maktouf, 2020). In the cutthroat business market its supportability is in the question mark for the long presence (Sarker, 2016b). The level of service and product innovation is below par. The greater part of the items and administrations are the low portfolio container (Jayakumar, Pradhan, Run, Maradana, and Gaurav, 2018).

According to Rahman, Saha, Sarker, Sultana, & Prodhan (2017), technological advancement is critical to keeping up with the industry's current product offerings as customers' preferences shift rapidly. Innovative dangers, clients' ways of behaving, over all country dependability are likewise compromising the financial business (Lin, 2011). The system producer of the organizations don't know such a stage they ought to be. In order to remain on the market, product longevity is decreasing. The standards detailing organizations in some cases force a few guidelines outline work (Sarker, Sultana, and Prodhan, 2017a).

The banking sector's performance suffers as a result of these regulations. According to Sarker (2016a), this industry's products and services lack daily creative perspectives. According to Sarker, Bingxin, Sultana, & Prodhan (2017), this sector ought to try to keep up with new ideas and technological advancements for long-term sustainability. The enormous challenge that this industry faces in the coming century is knocking. The new products and services' productive thinking should complement the existing products. In order to establish a strong position in the market, management must cooperate with the gradual improvement in service delivery (Sarker & Jie, 2017). There are, without a doubt, numerous novel methods and tools for product development (Ye, Zhang, & Dong, 2019). These hypotheses and advancements are time based. We require the organization's innovative spirit. Advancement ought to be purposeful and client's necessities based (Islam, Sarker, Rahman, Sultana, and Prodhan, 2017). This composing is the endeavor to

hypothetical direction for the hypothetical course to stroll in the method of constant advancement and social imagination for the financial business (Chava, Oettl, Subramanian, and Subramanian, 2013). Through ongoing innovative programs, the future profiting channel can be created.

According to Sarker, Sultana, & Prodhan (2017)b, proper innovation in all bank pillars is making the products' market stability absolute. The globalization is changing the market situation even in a day (Chai, Tan, and Goh, 2016). New items ideas are setting off in the purchasers purchasing conduct in brief time frame. Products based on technology are replacing traditional ones (Prodhan, Sarker, Sultana, & Islam, 2017). Existing distinctive products have lost value as a result of significant industry innovation. Another issue is responding quickly to the novel idea. According to Sarker, Wu, & Hossin (2018), making the product suitable for future performance necessitates the bank's creative culture, which is the path to innovation.

According to Sarker, Khatun, & Alam (2019), a culture that is innovative and creative can provide the banking products with day-to-day tag. Therefore, the researcher ought to attempt to address this flaw and present a clear picture of how to address the issue in light of innovative management and creative culture (Fontin & Lin, 2019). Banking industry is routinely confronting different challenges due to taking on conventional methodology of advancement the board.

Conventional methodologies are at this point not possible for banking industry. When introducing new products, banks face a number of challenges regarding performance measurement and management. According to Ratten (2008), Lin (2011), and Chava et al. (2011a), there has been little research on cultural creativity and innovation management in the banking industry. (Jayakumar et al., 2013) 2018); 2019 (Mao, Huang, & Chang); 2020 (Hamdaoui & Maktouf) Thus, directing an examination on social imagination and development the executives for banking industry for feasible improvement in financial sector is vital. The overarching objective was to develop a comprehensive strategy to meet the growing demand for banking for efficient management of cultural creativity and innovation.

In order to achieve the goals of this study, a qualitative method was used. Optional materials have been broadly utilized, deciphered and reconsidered to validate the contentions. The banking sector has been the sole focus of the analysis. The government and central bank report, magazine article, newspaper article, book chapter, and a number of other published documents were examined. However, in order to bolster the arguments, the experiences of various sectors have also been examined.

II. DISCUSSION AND FINDINGS

Innovation in Banking :The innovation is setting out open doors also dangers for the monetary organization. These treats cost a lot of money. The theft of funds from the Bangladeshi government's central bank is the topic of the most discussion. This is likewise stringing the business banks. Rules and guidelines forced by the administrative authority is an issue for the business bank. Since administrative organizations are generally possessed by the public authority and their guidelines a few times are customary (Sarker, Hossin, Min, and Aktaruzzaman, 2018). These conventional standards are hard to carry out by the innovation based bank. Users may experience technophobia as a result of technological advancements (Huang, Hu, & Chang, 2018). Since clients generally stow away them from innovative expertise. Now, a proper educational process for customers to help them adapt to the bank's new, sophisticated product. The bank's cost factor is another area of concern due to its correlation with innovation and technology. The management of the banks does not pursue niche products through technological innovation, cultural creativity, or ongoing research and development because the owner's body always sets high performance goals for the banks

Innovation in the Banking

Arena Banks are offering their customers new services and products through the use of innovative tools. To do this banks need to confront enormous cutthroat strain in its area. Innovation is a tool that a bank uses to gain a competitive edge in the financial market. Banks use innovation to outperform their rivals. It has the ability to exploit organizational efficiency, influencing the country's economy (Sarker, Hossin, Wu, et al., 2018).

Innovation has a significant impact on all banking organization branches, including opportunity creation, expenditure reduction, operating effectiveness and, lastly, positive cultural shifts within the organization. According to Sultana, Sarker, & Prodhan (2017), innovation contributes to the creation of new shapes in every set of banking functions, including product diversifications, tools for providing services, employee motivation, and customer satisfaction.

Development should be possible in single area of banking or all in all (Mahmoudabadi and Emrouznejad, 2019). It could be focused on products, technology, operations, or functional management. This innovation may be implemented gradually throughout the company. The area in need of innovation should be the focus of the organization. At the point when banks notice to advance, it can figure out item base development, esteem based with respect to clients 'necessities. According to Tabacco (2015), innovation can sometimes become constrained by changes in customers' preferences over time. The bank ought to react to changes. Banks benefit from sustainable innovation for their long-term market presence. Innovational may concentrate on the functional area of decision-making, employee contentment, cultural creativity, and service distribution channel. Stakeholders also back innovation. The bank cannot use an innovation process. The management strategy should be focused on the areas where innovation will take place. It can be done in a variety of ways across the entire bank or at each functional level.

According to Xin, Zhang, & Zheng (2017), bank innovation should be viewed from every angle to ensure that no problem misses out on the benefits of innovation. For equilibrium and sound and smooth innovational culture ought to develop by the procedure making faculty. An organization's sustainable environment can inspire a long-term innovation process that improves performance and competitiveness (Sarker, Islam, et al., 2019).

Banking's Innovation

Culture Many business experts strongly believe that an innovative work environment is necessary for a company's successful performance. It alters the cycle's chain of events. The company benefits from an innovative atmosphere. According to Shafi, Sarker, & Junrong (2019), successful businesses always have strategic managerial support to spread creative culture to all process stakeholders. The decision-makers establish a goal for the organization so that everyone is focused on the vision, mission, and goals. At the point when this social inventiveness is finished, execution of the bank will be coherent results. Employees are always pushed toward an innovative culture by a leading guideline. It's possible that this culture is not very adaptable. Regulation and risk control are always a part of banking operations. Therefore, in order to run a creative culture, higher authority ought to have a positive outlook (Nwagwu, 2020).

The bank's innovative and creative culture is hindered by income cases managed autocratically and without participation. The majority of banks believe that within the organization are held traditional views and cultures. Creative culture continues to face significant obstacles. This hindrance might kick back the exhibition of the bank. As such bank might fall into problem to change the way of life. With the advent of cutting-edge technology, some banks are increasingly interested in running creative cultures. To adapt to the forthcoming test, bank don't have option of development and innovative culture. Adaption of imaginative and innovative culture might cost for the bank yet it will bring a drawn out benefit and long haul supportability for banks. Employees with appropriate training can contribute to a creative culture (Sarker, Islam, et al., 2019). Long-term, it will also support risk management. According to Mao et al., an innovation culture ought to spread throughout the functional cycle of strategic planners from top to bottom. (2019). All administration capabilities for example arranging, putting together, staffing driving and controlling. Innovation may provide the real benefits for banking performance when innovative cultures spread to this all-functional level. It's possible that the cultural innovation will not be accepted by any level of functional areas. In this case, cultural innovation can be implemented slowly and steadily by case management. Innovation can vary from one organization to another. In this conditions procedure plan staff ought to step with care.

Impact of Technology

The twenty-first century is a time of technological development. The appropriate use of technology must support innovation. Technology makes it possible for banks to innovate their existing products and services. The methodology producers of the association of the association should huge job to shape imaginative culture with the assistance of approaching innovation. The majority of banks today are focused on technology investments, resulting in innovative and sophisticated services for customers.

According to Centekara & Etinkaya (2019), it is becoming increasingly simple for people to lead their lives. Modern and innovative services have taken the place of traditional banking services. M-Banking, I-Banking, E-Banking, or E-commerce based banking are some of the newer names for banking. The bank, on the other hand, is compelled to improve recital and profit margin by this advancement or encroachment. Management should focus on relationship

management with customers because banking serves customers directly. Clients holding with assistance of mechanical development and social imagination can shape major areas of strength for an of execution in the serious market (Sarker, Wu, Cao, Alam, and Li, 2019). However, banking is a channel-based service provider where technological proficiency in all facets is crucial. Additionally, it is extremely complicated and expensive. If the bank wants to offer new products or services to customers, it needs to think about how much money it will invest and how much money it will make in the long run. Everyone agrees that banking is a collection of various processes' combined functions. Entire of this unit acquire advancement the presentation bushel. At administrative center of a bank a gathering of exercises are making an honest effort to give a pleasant tune of execution. In point of fact, every step of the process gives customers a set of positive feelings that they already have in their heads. Banks currently contemplate toward genuine situated system definition to execute development (Ratten, 2008). In order to foster an innovative culture, management needs to be flexible.

In some situations, a business's structure should be flexible. The innovation culture might lean toward customers and employees. Modernism's success can be attributed in large part to these two components. (Sarker, Wu, Liu, & Ma, 2019) Technology-based innovation, Strategy setup should focus on a few issues, customers' demand, their perceived value, and the technological soundness of the business, as well as the method of innovation implementation and organizational preparation to launch an innovative culture. Customers' and management's relationships can be strengthened by addressing all of these issues. Technology-driven wires underpin banking services. Each customer facing interaction work area ought to interface with imaginative change. Eco-friendly and innovative banking culture (Hou, Li, Guo, & Wang, 2018). These days, ICT arrangements are a hot trend. Advancement presently related for certain outer ecological powers. These issues need to think about. Today rich business associations know about eco consistent perspectives for their drawn out feasible presentation. The company is well-suited for crisis management as well thanks to environmentally friendly and sustainable innovation.

Advancement and The executives in Banking

The job of the board to the development in banking is truly fundamental. It is difficult for bank management to come up with a novel strategy for improving performance. The question prompts management to look at performance through the innovative service provided by employees. Outsourcing innovative processes or any other means of innovation requires management to consider the bank's weak points and negative aspects (Bankole & Bankole, 2017). Cultural innovation implementation may incur additional costs as a result of these factors. The qualified management is adept at directing specific innovation. If the management does not have specific information against the innovative strength of their competitors and has not examined its internal operation to deal with new innovation, the higher management must gather exploratory data from all functional levels. According to Akhisar, Tunay, & Tunay (2015), management investigates the factors that contribute to the failure to achieve a strategy performance rate. How successfully the executives dealing with functioning society, activity process contrasting with the business contenders'

The point at which the activity of development is in moderate tendenc y. Over contenders yet consumption brought about well in line (Shuying, Shuijuan, and Bobo, 2017). The board can think for elective way to more aggressive number of inquiries might evoke in administration: what clients give an incentive for administration/what they need as a matter of fact? How rapidly creative innovation can adjust? What is the conceivable utilization of this inventive innovation? Is there any contenders who have it? Which contenders' may work to gain it? How much does it cost? What will this innovation accomplish in the end? According to Ho, Huang, Shi, & Wu (2018), management would only be interested in certain substantiated figures for innovative technology's impact on banking performance during the above brainstorming. However, skilled management can discover numerous useful tools for cutting-edge banking technology.

III. CONCLUSION

One of the critical variables of any association is to cultivate and energize imagination and inventive practices for reasonable development and improvement. In order to arrive at a decision regarding value innovation, competitive advantage, and the knowledge requirement for a sustainable banking industry, the blue ocean theory, the resource based theory, and the knowledge based theory were all consulted. An organization's innovation strategy focuses its efforts on a common cultural creativity and innovation management process. A comprehensive strategy for managing cultural

creativity and innovation is urgently needed because the banking industry always operates in an uncertain and competitive environment. This paper gave major areas of strength for an on social imagination and development the executives in banking for better grasping the elements in banking and investigated future open doors for manageable development and improvement through comprehensive viewpoint. A comprehensive approach to the management of cultural creativity and innovation in banking was examined using a variety of approaches. This study uncovered that imagination and creative systems are fundamental elements for manageable development and improvement in banking. It additionally showed that the bank performed better which embraced imaginative and inventive procedures. According to the findings, for a bank to achieve both short-term and long-term growth and development, it is necessary to ensure cultural creativity, adopt innovative strategies, ensure more innovative products, improve products, reposition products, and introduce user-friendly IT-based products.

REFERENCES

- [1]. Bankole, O. O., F. O. Bankole, and others The impact of cultural factors on technological innovation: Analyse of mobile phone services based on empirical evidence. 34(2): 490–505 in *Telematics and Informatics*. <https://doi.org/10.1016/j.tele.2016.08.004> Goh, T. S., P. S. Tan, and
- [2]. B. B.-H. Chai Services in banking that affect how well the bank does its job. 401–407, *Procedia - Social and Behavioral Sciences*, 224, August 2015 <https://doi.org/10.1016/j.sbspro.2016.05.40>
- [3]. Fontin, J. R., and Lin, S. W. (2019). Banking innovation in low-income nations compared: a meta-frontier strategy. 198–207, *Journal of Business Research*, 97, December 2018,
- [4]. Hamdaoui, M., and Maktouf, S. <https://doi.org/10.1016/j.jbusres.2018.12.017> Reforms in finance and the vulnerability of the banking system: The function of regulatory structures. 52, pp. 184–205 in *Structural Change and Economic Dynamics*. <https://doi.org/10.1016/j.strueco.2019.10.007>
- [5]. Rahman, M., Saha, N. K., Sarker, M. N. I., Sultana, A., and Prodhana, A. S. (2017). Bangladesh's Electronic Banking Challenges and Opportunities: A Study of Dutch-Bangla Bank Limited as a Case Study 2(1), 42–53, *American Journal of Operations Management and Information Systems*.
- [6]. Ratten, V. <https://doi.org/10.11648/j.ajomis.20170201.17> Innovations in technology for the m-commerce industry: a conceptual model of the intentions behind WAP banking. 18(2), pp. 111–117,
- [7]. *Journal of High Technology Management Research*. Sarker, M. N. I. <https://doi.org/10.1016/j.hitech.2007.12.007> Island char dwellers in Bangladesh face poverty.
- [8]. Sarker, M. N. I., obtained from <http://www.anchor-publishing.com/e-book/318628/poverty-of-island-char-dwellers-in-Bangladesh> Bangladesh's impact of banks on agricultural development. 1(1): 10–15,
- [9]. *International Journal of Ecology and Development Research*. Sarker, M. N. I., Y. Bingxin, A. Sultana, and
- [10]. A. S. Prodhana Bangladesh's public administration issues and obstacles: path to long-term growth and development. *Worldwide Diary of Policy management and Strategy Exploration*, 3(1), 16-25