

EUROPEAN BANKING INDUSTRY IN THE NEW MILLENNIUM

INDUSTRIA BANCARA EUROPEANA IN NOUL MILENIU

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Abstract:

With regard to the banking industry, the width and depth of the product and service line, low operating costs, and a good bank reputation can be considered as the three critical success factors in a competitive market in the banking industry. The dramatic transition in the European Banking sector is also evident in the variety of alliances that have been formed outside of the traditional banking industries.

Eurozone banking industry has made some progress in the past two years. In the bank management of the 21st century a new customer relational strategy was established. Globalization will bring along this new online economic world, the so-called CIBER economics, a world in which the management of customer relationships will itself achieve new dimensions and valence.

Key words: *European banking industry, global competition, critical success factors, customer relationship management.*