

The Culture and Educational Development of Job Description in Banking Services in Albania

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Abstract Diffusion of information technology and communication, increasing the use of personal computers, facilitating the internet connections as well as the wide spread of mobile phones have attracted the attention of banks towards the possibility of development of electronic banking. In this material we will try to analyze the recent developments that occurred in the Albanian banking system, we will focus on the online services that banks offer. Another reason for using electronic banking was and the need to minimize costs and to increase the efficiency of banking services. Based on these two reasons banks have used Internet interactions as the main distinguishing characteristics, developing the structure of banking service in order to meet the customers increasing needs and their incomes. The challenge for this industry is how to design this new channel for the provision of banking services in a simple and reliable way for the costumers. Electronic banking is relatively new. Initially, he was presented at the 80's, however only in the mid of the 90's it was widely spread, especially in the last decade electronic banking transactions have increased.

Keywords: education development, communication technology, electronic services

1. Introduction

Nowadays, banks offer various forms of electronic banking as informative, communicative or operative. All banks are presented on the internet with their site, JDBS (Job discription banking system) that gives general information about the bank and the provided services. However, electronic banking goes a step further because it allows customers to enter via internet in their accounts on-line 24 hours a day, 7 days a week, directly from home or their offices in order to perform banking transactions when they want to.

The main purpose of this topic is to determine the stage of on line service development in Albania, and which will be the perspective of this service.

1.2 Electronic banking and electronic services

1.2.1 Meaning of E-banking and communication

The implementation of preventive measures remains uneven across the financial sector. The banking_sector understood properly the measures, and was sometimes complying with standards beyond of what were required by law. However, this tended to be as a result of higher foreign group standards. (Keenetz 2012) Measures for continuous monitoration and for the identification and the identification of the beneficial ownership were poorly implemented, with some confusion amongst financial institutions as to the scope of the requirements. In addition, whilst the concept of customer risk factors is a new development in the Albanian system which needs to be encouraged, its effectiveness can be enhanced with additional guidance on how to use them. (Gotann 2005)

The use of electronic banking service from banks caught the attention of many academic studies during the recent years (Andreas-Nikolaos Papandreou 2006; Shahzad Shariq 2006, etc.). Electronic JDBS banking can be defined as one of the distance services offered through electronic channels for the distribution and communication of traditional products and services and the new banking. It should be emphasized that the internet banking, at least in the actual phase is not trying to replace traditional distribution channels of banking products. It stands together with a set of channels ranging from traditional ones (like counters subsidiaries) to those automatic (such as ATM, POS), in the context of the completion and improving the relationship between the customers and the bank in order to realize the so-called strategy or apply new systems.

1.3 The concept of offering banking services JDBS

Internet banking has started working since 1980, in this period we see a rapid development of E-banking. In May of 1995 Wells Fargo was the first bank in the world that offered to their clients to enter into their accounts via the internet, allowing the customers to see their accounts online. In September of 1999 in Hong Kong Bank of East Asia launched the first Internet Banking.

Since their beginnings, banks work to keep our money safe. While preserving our money they allow us to take the interest on money deposited. Traditional JDBS banks have already done this for centuries and banks are continuing still nowadays the same direction, offering traditional services and new services in different ways.

2. Literature Review and Hypotheses

Many businesses accept various forms of electronic payments for products and their services. Financial institutions play an important role in electronic payment systems, creating and distributing a variety of electronic payment instruments, acceptance of a similar variety of instruments, processing of these payments. However, always, financial JDBS institutions are in competition with third parties to provide support services for payment system e-commerce.

Among the electronic payment mechanisms that financial institutions offer e-commerce are automated clearing houses (ACH) debits and credits through the internet, electronic money payment of bills and descriptions, electronic controls, e-mails, and electronic payments from credit cards. Most of financial institutions allow banking transfers between accounts of customer, as part of basic services e-banking. However, third party transfers with their increased risk of fraud often require additional protective security measures in the form of a certificate and confirmation of payment.

2.1 The confirmation of payment and receipt

Services and payments of electronic invoices allow consumers to instruct their financial institutions to transfer funds to a business account on a specific date in the future. Clients can make payment at one time or recurring basis with fees that are usually evaluated as one "per item" or monthly. Financial institutions typically advise clients to make payments effective 3-7 days before the date marked on the bill. Management of cash money through internet is the commercial version of bill payments to retail. Business customers use the system to start third-party payments or transfer money between accounts of the company.

Managing money (cash) includes service, to maintain the minimum amount in the balance sheet, repetition transfers between accounts and on-line reconciliation of an account. Businesses usually require strong controls, including the ability to manage so sure and check transactions between users in the business. Financial JDBS institutions can offer bill payment as a separate service or in combination with invoice description. Customers can see their bills by signing on their account to e-banking. After viewing the invoice, customer may initiate instructions for payment of bills or choose to pay the bill through another channel or other payer.

2.2 The culture of communication and institutional ethic of JDBS

In addition, some businesses have begun offering describing electronic invoices directly from their web sites and not through e-banking in a financial institution. According to these agreements customers can enter the website business to view their periodic bills. Then, if they want, they can authorize an electronic way business to "receive" payment from their account. When payment is done in the customer account that pay has a debit account followed with a credit account with the drafters of the bill. Institutions should ensure that businesses to use the ACH payment technology to begin payments from clients accounts.

Diffusion of information technologies and communication, increase the use of personal computers, facilitate the connection to the Internet, and wide spread of mobile phones, have attracted the attention of banks towards the possibility of internet banking. Another reason that made useful the use of this channel was the need to minimize costs and simultaneously to increase the efficiency of banking services. This is how, banks use the main distinguishing characteristics of the Internet, interaction, developing the structure of banking service delivery, to meet the growing needs of their clients and simultaneously, to increase their incomes.

2.2.1 Its components and banking services characteristics

E-banking system can change its configuration significantly. Financial institutions must choose their system configuration based on four factors: I.Strategic objectives for internet banking, II.Field of action, in systems and activities, III.Modern technology, IV.Security and the requirement for internal controls.System configuration of internet banking is based on a number of common components and processes such as: 1.Design and direction of the page 2.Configuration and management page 3. The central part of the system 4. E-banking Service

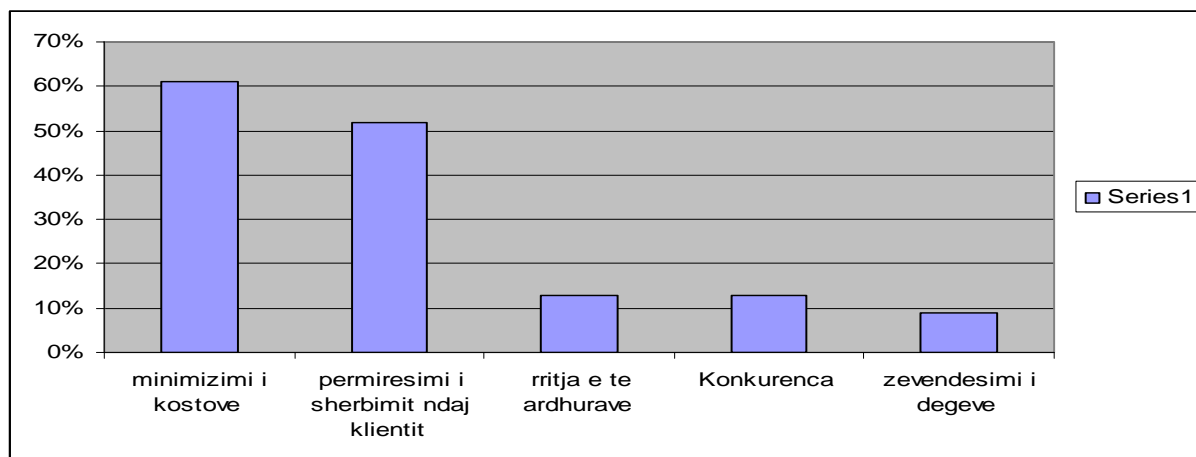
2.3 Phases of development and educational on Electronic Banking

Phase 1: Marketing and Promotion

This phase has low risks and for banks this phase is considered differently "learning from experience". This phase requires less investment and does not require more human resources to maintain the web. This is how the bank costs are reduced. During this phase, bank publishes on its web products and services offered providing information to the existing and potential customers.

Phase II: Interaction

At this phase banks try to give more value to existing and potential consumers. Some of the services offered at this phase are: calculatoions of interest rates for deposits and credits, exchange rates, online applications for credit or credit card. Bank publishes various research articles and terms applicable to the relevant offered products.



Graph 1.The cost indicators in Albanian Banking system, source BOA Report 2012

Phase III: Full Service

At this stage, bank offer the same services when the client appears at a bank counter such as: transfers, account statement, payment of bills etc... The development of this phase for the bank creates competitive position. Some banks consider this an important phase because they are protected through this in order to maintain the existing clients and to attrac new ones. While for some other banks, this is the profitable phase because the bank reduced costs.

Phase IV: Strategy

At this phase banks modernizes the processing of transactions, and interaction with clients through investment replacement s"brick & mortar" with investments in the advancement of web technology.

3. Methodology and Research Goal

3.1 Reasons for using e-banking and JDBS

Internet banking is the fastest way, more convenient and safe to manage money at all times wherever you are, giving you the opportunity to: 1) Manage your money 24 hours a day doing instant transfers between accounts 2) Real time balance, to control the money moved into or out of account. 3) Banks that offering internet banking service, you guarantee the return of funds in the event of fraud 4) Provide payments and giving important orders managing online all your debits 5) View and search your statements 6) Apply online to maintain account, manage overdraft and credit cards or personal loan. 7) To create a new vision and new culture standarts in job description.

3.2 Services and Electronic Banking Products

3.2.1 E-banking services and Job discription

Service payment of bills. This service can facilitate payment of electronic and telephone bills, mobile phone, credit cards and insurance premium bills in whole country. To pay your bills, all you have to do is to complete a simple registration for each bill. You can also give online instructions to pay your recurring bills, automatically. In general, the bank does not upload consumers with commissions, for online bill payment.

Transfer of funds. You can transfer any amount of money from one account to another in the same or any other bank. Customers can send money at any time. After you log into your account you should put the payer account number, bank and its branch. The transfer will be done within a day, while in the traditional methods it took about three working days.

Shopping. Purchasing products in different stores through the internet, is a convenient way to shopping, and payment is made through your account via internet banking. You can also purchase tickets for travel by train and plane through internet banking.

3.3 The primary types of services

Customers use the internet banking services using an intelligent electronic distribution as a personal computer PC, ATM. In this section the beginning of the discussion is for two primary types of internet banking: informational site and transactional site. *Informative internet sites*

Informational sites on internet must provide clients access to general information about the financial institutions, its products and services. Researchers about the risk issues, during the review should consider that informational sites include: 1) Potential liability and violation of the clients rights on incorrect or incomplete information about products, services, and the price displayed on the website.

2. Access, on confidential data of financial institutions or data of the consumer if the Internet is not isolated from the internal network of financial institution.
3. Liability for the spread of viruses and other malicious codes in communicative computers with the institution's website and negative public perception, if the on-line institutions services of are interrupted or if the site is destroyed or otherwise presents inappropriate or offensive material.

3.4 Transactional sites and informative services

Transactional websites enable the customers to conduct transactions with financial institutions Starts activities of JDBS, banking transactions and purchase products and services. Banking transactions can range from something as basic inquiry of balance retail, in an account of a large transfer of funds from business to business. The table below lists some common services to retail and wholesale e-banking offered by financial institutions.

Table 1: Common Services e-banking for management and job application

Retail services	Wholesale services
Account Management	Account Management
Payment of bills and description	Money Management
Opening new accounts	Application and approval for credit
Application and approval for credit	Payments from the business in business
Collection of account	Employee benefits / pension administration

In this material I'll try to analyze the recent developments that have occurred in the Albanian banking system, I will pay attention on online services offered by banks. Currently, in the Albanian banking market compete 16 second tier banks. E-banking services, as those delivered through other channels of delivery are usually classified based on the type of customers that they support. Albanian banks are characterized by monopolistic competition.

This means that banks are differentiated from each other, focused on different market segments or offer products with different characteristics within the same segment. However, banks continue to increase competition between them through the implementation of new products the bank electronically in customer service. Currently, the offered electronic products are:

- Transactions made in Bakomate (ATM)
- Transactions made in POS
- Services via the internet.

In Albania, the majority of electronic payments are carried out through debit cards and credit or ATM and POS terminals, ATM more.

Also, a positive trend is noticed in connection with Internet use as electronic payment instrument. Currently, in Albania are eleven banks (refer to table no.2) which offer via internet banking services. Some of the key features of this service in Albanian banking market are:

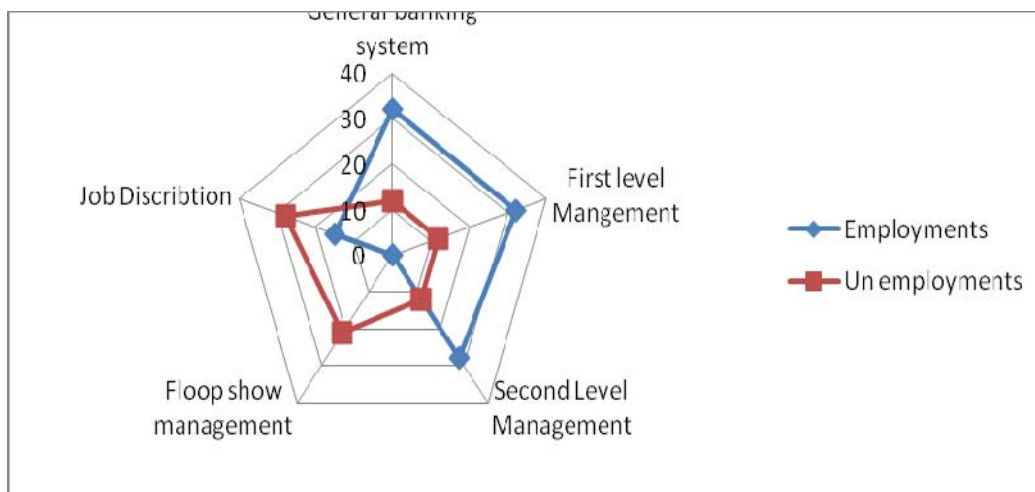
1. Service is new and no more time operating in Albanian banking market
2. This service is focused in a limited number of selected clients, that are corporations and SME "being neglected" individuals, but after the economic crisis are focusing more on individuals
3. Types of services offered do not constitute a set of "substantially" services through the internet.

3.5 Albanian Bank and its services offering

The facts above talk about electronic banking in its origins in Albania. The establishment of the inter-agency Coordination Committee against Money Laundering and the development of a National Strategy on the Investigation of Financial Crimes provides a good basis for domestic collaboration. The Coordination Committee and its associated working groups provide for discussing the implementation of the National Strategy as well as operational issues.

The creation of the JIUs has also contributed to greater collaboration between law enforcement, intelligence agencies, the prosecutor's office, the FIU as well as other government agencies responsible for the fight against money laundering. However, cooperation between supervisory agencies should be improved and the FIU should work more closely with the financial supervisors to coordinate inspections and share findings or (results)

Statistics gathering (collection) is not coordinated because data do not match. So, from 16 banks that operate in the banking markets, 88 per cent of them offer banking services only in branches, 12 per cent of them offer banking services in the branch of service combined with services (information, communication or operating) offered through the Internet and none of the Albanian Banks offers banking services only through the internet.



Grap2: The indicators of five management levels of JDBS and job application

4. Analyzes and Results

The mapping analyze is showing the five level of JDBS management indicators. In this graph we are studying that: GBS in two indicators (employment and unemployment) is 68% data results of management performance. The second level of management is 46% of management performance, floop show (low job level) is 45% of management performance. In other words, the majority of banks have published on the web page whoms role is informative on products and services that the bank offers, in order to encourage clients to visit bank branches. This result shows that regression data analyze is adapted in our paper research for JDBS study.

4.1 JDBS and its cost- benefit job description

The main reason why electronic banking is in its strands is associated with the ratio cost-profit. So, if there will be a significant number of clients who will use this service, then costs associated with providing this service will bring losses for banks. On the other hand, if designated service is not offered it is difficult to determine the number of potential users of it. The number of the clients that can use this service depends on:

- Sufficient knowledge of the Internet;
- Ability to use the Internet;
- Familiarity with electronic payments.

Table 2: Job Services for management and job application, management organization activities.

Retail job services	Different services
Management activities	Management organization
Payment description	Management first level
Opening new sectors of job	Application for chiefs
Application and approval for second level of manager leader	Management from the business in business areas
Collection of performance	New Employee /third management level and administration

5. Conclusions and Recommendations

At the end of the analyze of this paper research there are some of the key findings are:

1. Use of the MAPS tool has become widespread in the few years since its introduction and repeated assessments can provide a good measure of progress.

2. Political and economic issues are often the drivers that kick start and provide incentives for continued reforms, but also may be the blockers when the pace of reform is slower than expected. However, the most important reason is the telecommunication infrastructure. Also based on various studies, banks describe that one of the main requirements for successful development of electronic banking in Albania is a sophisticated system of information technology (internet network developed, fast Internet connection and and low cost)
3. The survey results show that the banks use the main distinguishing characteristics of the Internet, interaction, developing the structure of banking service delivery, to meet the growing needs of their clients and simultaneously, to increase their incomes.

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