Introduction

The book is organized into three parts as follows, based on the main research questions:

Part I – About Banking Associations covers four chapters. Chapter 1: Knowing Banking Associations is dedicated to a general introduction to the banking associations by covering their basic definition, an overview of the existing literature, mission, vision and values, members and membership criteria and types, as well as the history of banking associations. Chapter 2: Roles and Responsibilities of Banking Associations covers their strategic objectives and goals, responsibilities, and duties based on the statute, and therefore the impact that banking associations have based on those roles and responsibilities. The main characteristics of the organization of banking associations as well as expert and management bodies are analyzed in Chapter 3. The principles of the daily functioning of banking associations, as well as financing, reporting, and code of conduct guidelines are analyzed in Chapter 4.

Part II – Banking Associations and its Stakeholders consists of five chapters. Chapter 5 analyzes the relationship between banking associations and banks through several sections: What is the link? Does it really work? How should changes be adopted? Chapter 6 aims to identify different channels of changes and how they affect the association of banks in a time of change through: changes in organization, changes in activity, and ability to focus on priorities. Chapter 7 analyzes how banking associations respond today vis-à-vis their activities aimed at banks, activities aimed at bank clients, and activities aimed at public opinion. Chapter 8 is concerned with measuring the impact of the banking associations on a broader scale, analyzing their orientation in serving the economy, promoting better regulation, and overall impact on society. Chapter 9, which covers the banking landscape in Europe, aims to establish the broader context: the banks in Europe, the changing banking environment, results, and perspectives. Eventually, due to the importance of the united voice of European banks, in this chapter the role of the European Banking Federation is analyzed, too. Chapter 9 finishes with the charter – recommendations at the policy and organization levels for any national banking association, based on established good practices.

Part III – Banking Associations of the World Today consists of three chapters. This Part starts with Chapter 10 that provides an overview of 70 national banking associations by country. Chapter 11 aims to give a more detailed insight into the practices of banking associations from various regions of the world, grouped into several sections (Europe, Euro-Asia, and so on), and aims at distinguishing some similarities.

1 For more on research questions and hypothesis, as well as on other aspects of the authors’ motivation for the analysis, please see the following section, Research and Methodology.

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and differences between them. This is also where the importance of the international cooperation of national banking associations is presented and also the purpose of some European, regional, and international banking associations. Chapter 12 brings to light activities and trends that we may expect in current and future periods, covering various sectors and activities of the banking associations. This perspective on future activities is followed by the perspective based on the stakeholders’ view (as findings of the survey) to achieve comprehensiveness. As a culmination of the overall research and analysis, this chapter finishes with the Charter of Good Practice – a summary of policy recommendations for the banking associations, which is important because it is based on generated best practices of observed banking associations in various respects: from organization to approach and activities. The Charter of Good Practice also has a practical value as a road map that provides guidelines and a state-of-the-art framework for the functioning of the banking associations on the market today and in the future. Part III ends with a summary of the most important conclusions derived from the comprehensive analysis.