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E-BANKING: BANK LIQUIDITY RESERVES IN PAKISTAN

Banking sectors are now moving to online banking services, which enable customers to get access to their accounts from their web enable computers to banking online system. The main purpose of this article is to describe the major issue and challenges in the development in online banking industry and also to show the application of electronic banking in Pakistan, through e-banking the banking sectors can reduce the operating cost and provide fast and more better services to their customers and can be survived for long.

The electronic banking system operations are performed through the internet and finances are under control at all times. From customer's point of view, E-banking means 24-hours access to cash through an ATM (Automated Teller Machine). But with the passage of time, electronic banking now involves different types of transactions. Electronic banking is the major product of electronic commerce that facilitates the large number of customers in very short time.

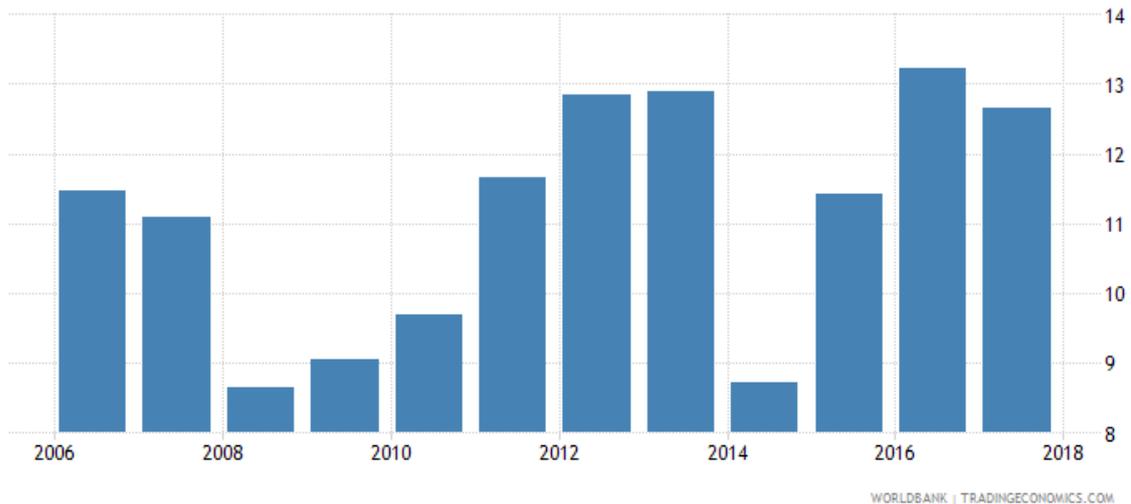
Customers use e-banking to get information of all types of transaction in secure environment by using the bank's website. Electronic banking is the success of technology, which made too easy the life of people. Now a day's electronic banking is the back bone of every bank, especially in Pakistan.

There are some main benefits of electronic banking

- The electronic banking provides services 24/7 (24 hours in a day and 7 days in a week).
- No need of standing in long queues.
- Easy access for customers.
- Electronic banking is time saving service.
- Money can be easily got by ATMs.
- Enhanced and rapid access to information.

- All the services are available at bank's website.
- Consumer can take his/her history about funds management.

Bank liquid reserves to bank assets ratio (%) in Pakistan was reported at 12.65 % in 2017, according to the World Bank collection of development indicators, compiled from officially recognized sources.



References

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