**Mergers and acquisitions of fintech companies as a strategy to develop Russian commercial banks**

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The evolving landscape of financial services in Russia has witnessed a surge in mergers and acquisitions (M&A) involving financial technology (fintech) companies, as commercial banks seek innovative strategies to bolster their development and competitiveness [1, 2]. This study explores the significance of M&A as a strategic approach for commercial banks in Russia, focusing on its implications for the integration of technology-driven solutions and the expansion of market reach.

Through a comprehensive analysis of the key fintech M&A cases, i.e., Sberbank's acquisition of Yandex.Money, this study examines the strategic benefits derived by Russian commercial banks from such deals, including enhanced technological capabilities, diversified product offerings, market expansion opportunities, and improved market competitiveness.

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The scientific research has shown that mergers and acquisitions of fintech companies serve as a catalyst for the development of commercial banks in Russia, enabling them to harness technological innovations, expand market presence, and strengthen competitive positioning. The implications of the research suggest a need for a deeper analysis of the long-term impacts of fintech integration on commercial banks’ performance. Continued exploration of M&A opportunities in the fintech space holds promising prospects for driving further innovation and growth within the Russian banking sector.

**Литература**

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