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Pantielieieva Nataliya Micolayvna, candidate techn. sciences, associate professor. Cherkasy institute of banking of University of banking of the National bank of Ukraine. **Systematization of diffusion models regarding to commercial potential of financial innovations.** Determined are some regularities of introduction and distribution of financial innovations; carried out is systematization of diffusion models concerning their applying to research diffusion of financial innovations. **Keywords:** financial innovation, diffusion of financial innovations, diffusion models.

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