

## CHAPTER 8

### ROLE OF DIGITAL MEDIA IN FINTECH INDUSTRY

**AANCHAL NIGAM VERMA,**

Assistant Professor

Lucknow Public College of Professional Studies

[aanchalnigam.lpcps@gmail.com](mailto:aanchalnigam.lpcps@gmail.com)

Mob. No.: 7408581562

#### **KEYWORDS    ABSTRACT**

DIGITAL  
MEDIA,  
FINTECH,  
BRANDING,  
USER'S  
IMPACT.

**T**he emergence of digital media is having a profound influence on the fintech sector, revolutionizing the methodology through which financial services are getting delivered and transforming the customer experience. This article explores the role of digital media in the growth of the fintech industry, with a focus on branding and its impact on users. By analyzing various research articles, we will gain insight into the challenges, regulations, and collaboration in the fintech space. Additionally, we will examine the power of social media, mobile commerce, and online marketplaces as digital sales channels for fintech companies. Through this analysis, we aim to uncover the future trends and opportunities in the fintech sector. This is basically an article that will showcase in-depth opportunities lies in this arena of digital media for flourishing fintech industry.

#### **8.1 INTRODUCTION**

In recent years, the fintech industry has experienced rapid growth fueled by advancements in digital technology. The convergence of financial services and digital media has opened up new opportunities for fintech companies to access and indulge in financial activities with their target audience. This article aims to explore the impact of digital media on the growth of the fintech sector, with a particular

focus on branding and its influence on users. We will delve into the challenges, regulations, and collaboration in the fintech space, providing valuable insights for industry professionals and researchers. Additionally, we will examine the role of social media, mobile commerce, and online marketplaces as digital sales channels for fintech companies, highlighting their significance in driving growth and expansion. By analyzing the latest research articles, we will imbibe an extensive apprehension of the recent innovative trends and future opportunities of the fintech industry.

The way financial technology companies function and interact with their clients has been completely transformed with the initiation of digital media. To reach their target audience, banks have historically depended on traditional advertising channels like print and TV commercials. Yet thanks to the growth of digital media, fintech businesses now have the chance to interact with their clients with personal touch of excellence by using a variety of digital platforms(Asadova & Aksoy, 2021; Fu & Mishra, 2022; Thomason et al., 2018; Zavolokina et al., 2016a, 2016b).

In the fintech industry, digital media denotes to the promotional platform to give fame to the financial technology products and services through the use of digital platforms and technologies such social media, messaging apps, Electronic mail marketing, search engine optimization (SEO), content marketing and paid advertising. Fintech companies may now access a larger audience, generate leads, raise brand awareness, and offer efficient and personalized banking services thanks to these digital channels (Buteau et al., 2021; Campbell-Verduyn et al., 2021a; Hazar, n.d.; Sodokin et al., 2023).

## 8.2 CHALLENGES IN THE FINTECH SECTOR



FIGURE 8.1 CHALLENGES IN THE FINTECH SECTOR

The fintech sector faces a variety of challenges and loopholes that can influence its growth and sustainability. One of the main typicality could be the presence regulatory landscape for fintech arena. As fintech companies disrupt traditional financial services, regulators must adapt to new business models and technologies (Anagnostopoulos, 2018; Huei et al., 2019; Niforos, 2017; Omarini, 2018). However, navigating complex regulatory frameworks can be a daunting task for startups and established players alike. Striking the correct balance between innovation and compliance is crucial for fintech companies to thrive in a highly regulated environment (Adam, 2021; Campbell-Verduyn et al., 2021b; Kini, 2023; Puschmann, 2017).

Another challenge is building trust and credibility with consumers. The fintech industry deals with sensitive financial information, and users need assurance that their data is secure. Establishing a robust cybersecurity infrastructure and implementing stringent data protection measures can help build trust among users. Additionally, fintech companies must communicate their value proposition effectively to users, focusing in-depth the benefits and advantages of their products and services (Mhlanga, 2020; Ng & Kwok, 2017; Zabala Aguayo & Ślusarczyk, 2020).

Furthermore, fintech companies face competition from both traditional financial institutions and other fintech startups. Differentiating themselves in a very posh market requires a strong product brand identity and effective marketing strategies. Digital media plays a specific significant role in creating the brand image of fintech companies and reaching a wider audience.

### **8.3 REGULATION IN THE FINTECH SECTOR**

Regulation in the fintech sector is a complex and evolving landscape. Governments and regulatory bodies worldwide are grappling with how to strike the right balance between fostering innovation and protecting consumers. The regulatory framework for fintech companies varies across jurisdictions, with some countries embracing innovation-friendly policies, while others adopt a more cautious approach (Micu et al., 2016).

One area of focus for regulators is consumer protection. Fintech companies that handle customer funds or provide financial advice must adhere to strict regulatory standards to ensure the safety and security of user assets. Anti-money laundering, also termed as AML and know-your-customer (KYC) regulations are particularly

important in this regard, as they help prevent financial crimes and protect the integrity of the financial system (Buckley et al., 2021).

Another area of regulatory concern is data privacy. Fintech companies collect and process large amounts of user's data that ultimately raises concerns related to data privacy and protection. Following regulatory framework known globally like (GDPR) the General Data Protection Regulation in the (EU) European Union is crucial for fintech companies operating in jurisdictions with strict data privacy laws (Buteau et al., 2021; Taskinsoy, 2019).

Collaboration between fintech companies or start-ups and financial institutions is also an area of regulatory focus. Open banking initiatives, which promote a transparency among the banks, society and fintech startups, require careful regulation to ensure fair competition and protect user data.

#### **8.4 COLLABORATION IN THE FINTECH SECTOR**

Collaboration between fintech companies and traditional financial institutions has the potential to drive innovation and create synergies. Fintech startups often bring technological expertise and agility, while established financial institutions possess industry knowledge and customer trust. By partnering with banks and other financial institutions, fintech companies can leverage their existing infrastructure and customer base to scale their operations (Wang, 2023).

Collaboration can take various forms, such as joint ventures, strategic partnerships, or licensing agreements. Illustration could be the banks may collaborate with fintech companies in order to develop innovative payment solutions or digital lending platforms. By combining their respective strengths, these partnerships can deliver enhanced products and services to customers (Agarwal et al., 2021; Anagnostopoulos, 2018; Hung & Luo, 2016).

Additionally, collaboration between fintech companies and regulatory bodies is essential for fostering an innovation-friendly environment. Open lines of communication and cooperation can help regulators stay abreast of emerging technologies and adapt regulatory frameworks accordingly. This collaboration can lead to more effective regulation that balances innovation with consumer protection (Boratyńska, 2019; Hammadi, n.d.; Makina, 2019).

#### **8.5 THE POWER OF SOCIAL MEDIA IN FINTECH**

Social media has transformed the way businesses interact with customers, and the fintech sector is no exception. With billions of users worldwide, social media platforms offer fintech companies unprecedented access to their target audience. By harnessing the real power of social media, fintech companies can build brand awareness, deeply engage with users, and drive customer acquisition.

There is an amenity that shows the presence of social media for fintech companies is the caliber to gather valuable customer insights. Ample data are being processed and made available for the usage behavioral pattern, their preferences and demographical pattern regarding social media platforms. Analysis of the available data will support fintech companies in the creation of their products and services in order to meet user needs (S. Gupta & Agrawal, 2021; Kini, 2023).

To establish a personal connectivity with the fintech users who are using fintech brand products/services social media platforms are doing fabulous job for the same. Fintech companies are creating credibility and trust among their target audience through sharing relevant and preferable contents with the users. For effective customer support and feedback system, social media platforms are actively working on enabling direct communication with the users. (Mhlanga, n.d.; Pantielieieva et al., 2019).

Along with customer engagement and branding, social media platforms can serve as digital sales channels for fintech companies. With the support of social commerce features, such as product catalogs and buy buttons, fintech companies can facilitate seamless transactions and drive conversions. The integration of social media with payment platforms has made it easier than ever for users to make purchases directly from social media platforms.

## **8.6 MOBILE COMMERCE AND FINTECH**

The fintech industry's impact in the field of mobile commerce has increased. Customers Clients are increasingly embracing mobile devices for banking activities as smartphones evolve progressively more ubiquitous. Fintech companies have a lot of decisions to effectively reach and engage people thanks to this development (Huei et al., 2019; Verkijika, 2019).

The manner in which people send and receive money has been entirely transformed by mobile payment apps like Venmo and PayPal. Such applications construct the use of digital media to offer users easy and convenient payment experiences. These apps empower users to engage with their social network and exchange

financial data by integrating with social media platforms (Omarini, 2018; Ravikumar, 2019; Yadav & Spandana, 2023).

Mobile commerce has likewise contributed to the proliferation of fintech online marketplaces. Such markets, which offer a variety of financial services and products, unite buyers and sellers. Within an integrated environment, users can evaluate possibilities, achieve accurate conclusions, and finalize payments. Mobile commerce is a favorable outlet for fintech organizations to grow their customer base as a result of their accessibility and simplicity of use.

### **8.7 ONLINE MARKETPLACES AND FINTECH**

For financial institutions, internet-based marketplaces have become an important digital sales channel. These marketplaces offer a variety of services and products related to finance whilst connecting buyers and vendors altogether. Within a single marketplace, users are able to assess items, browse assessments, and make intelligent decisions.

By bringing borrowers and lenders in close proximity, marketplaces on the internet have disrupted existing lending structures in the lending economy. Peer-to-peer lending products and services, like Prosper and Lending Club, utilize digital media to facilitate loans quicker to complete. These offer lenders attractive returns and borrowers low rates of interest (Chu, 2018; Greene et al., 2018).

In addition, through offering investors access to an extensive range of investment alternatives, online markets have radically altered the landscape of banking. Crowdfunding platforms, for example, enable individuals to invest in startups and innovative projects. Real estate investment platforms allow users to invest in properties and earn passive income.

By leveraging online marketplaces, fintech organizations and start-ups may reach a broader audience and streamline the customer journey (Rosário & Europeia, n.d.). These platforms offer convenience, transparency, and choice, making it easier for users to access and navigate financial products and services.

### **8.8 UNIQUE ROLE OF DIGITAL MEDIA IN FINTECH MARKETING**

Digital media marketing for enhancing the efficiency and accessibility of fintech companies is an interesting USP due to which several factors that bifurcates traditional marketing methods with new trends and fintech innovations enhance its credibility in the market. . Fintech is actually relatively new form of banking, and

digital media platforms allow fintech companies to create personalized content for their customers. This personalized content is tailored to the needs and preferences of individual users, leveraged data and analytical data accessibility that is available to optimize the content and offerings (Acheampong et al., n.d.; Setiawan et al., 2023; Tang & Lau, 2023).

One aspect that sets fintech marketing apart is the real-time user commitment it offers. Fintech companies can provide customer support, address issues, and respond to feedback in a timely manner through digital media channels. This real-time engagement fosters better customer relationships and enhances the overall user experience (Al-slehat, 2023; Diéguez et al., 2023; K. Gupta et al., 2023).

Moreover, the marketing platforms provided digitally to the fintech start-ups is really cost effective than old age methods, allowing them to inculcate and enhance engaging content with the fintech users. By leveraging digital media, fintech companies can attract new customers, increase brand visibility, and provide personalized financial services at a fraction of the cost.

## **8.9 THE RISE OF FINTECH IN THE WAKE OF THE PANDEMIC**

The fintech industry has experienced significant growth and has become a pervasive force in the financial sector. The evolution of ecommerce and the increasing adoption of digital payments during the pandemic have fueled the demand for fintech solutions. Consumers have embraced the convenience and accessibility of managing their finances online, forever changing their financial behaviors. This shift provided financial entities with fresh opportunities to interact directly with potential customers and provide innovative approaches.

Forrester's data demonstrates that inquiries for financial technology have increased dramatically globally in recent years, indicating that the sector is gaining increasing attention and prominence. As a result of fintech startups' disrupting influence on mainstream banks and changes in the financial system, people are now able to handle their financial accounts more ease via the internet.

## **8.10 THE IMPACT OF DIGITAL MEDIA ON FINTECH USERS**

Fintech users have seen dramatically affected by digital media, which has fundamentally altered how they engage with financial services. Clients now have quick access to an assortment of financial services as well as goods thanks to the development of digital media. Through applications for mobile devices and internet



platforms, they may effortlessly register bank accounts, obtain loans, speculate on inventory, and manage their personal finances (Xie, 2023).

Convenience is one of the main advantages of electronic media in the finance sector. Users don't need to call or attend an actual location to do financial activities; they can do them anywhere and at any time they desire. A wider range of people, including those who live in remote areas or have limited mobility, are able to use financial services more easily owing to these advantages.

Since digital media offers consumers greater power over their financial decisions, it additionally empowers users. Users are more competent to track their spending, manage their budgets, and make educated choices about investments when they have a repository of real-time financial information. Individuals now feel empowered and autonomous in handling their funds thanks to this openness and authority (Banerjee, 2021; Martin & Rabindranath, 2017).

Furthermore, digital media has facilitated financial education and literacy. Fintech companies use digital platforms to provide like there are blog posts, videos, and tutorials, to help users understand complex financial concepts and make informed decisions. This educational content has empowered users to take charge of their financial well-being and make smart financial choices (Adam, 2021; Chung & Lin, n.d.; Lontchi et al., 2023; Prayitno & Sahid, 2022).

## **8.11 FINTECH MARKET SEGMENTS AND STRATEGIES**

The fintech industry encompasses a variety of start-ups/companies having own specific approach and target market. Fintech companies can be categorized into two main segments: those that enable established financial providers and those that serve end-users directly.

The first category focuses on partnering with traditional financial institutions to deliver digitally-savvy experiences to their customers. These companies develop innovative technologies and solutions that financial institutions can integrate into their existing systems, enhancing their capabilities and providing a seamless customer experience (Campbell-Verduyn et al., 2021a, 2021b; Lee & Shin, 2018; Mhlanga, n.d.; Saksonova & Kuzmina-Merlino, 2017; Venegas, 2021).

The second category comprises fintech companies that serve end-users directly. While some target consumers, many focus on specific customer segments such as small businesses, digital influencers, and gig workers. These fintech companies



tailor their products and experiences to meet the unique needs of these segments, providing valuable solutions and driving industry-specific growth.

In addition, emerging fintech companies are targeting highly niche markets, such as values-based customers and economy-based sectors. They develop value propositions, products, and initiatives centered around environmental, social, and governance (ESG) principles. By catering to the growing demand for sustainability and addressing the needs of specific industries, these fintech companies are carving out their own market segments and generating significant value.

## **8.12 STRENGTHS AND WEAKNESSES OF DIGITAL MEDIA IN FINTECH**

While digital media has undoubtedly brought numerous benefits to the fintech sector, it also has its strengths and weaknesses. Understanding these strengths and weaknesses is crucial for fintech companies to maximize the potential of digital media and mitigate any limitations.

### **8.12.1 STRENGTHS OF DIGITAL MEDIA IN FINTECH**

- **Increased Reach and Brand Visibility:** Digital media allows fintech companies for accessing wide range of audience with increment in visibility of product/services brand through social media platforms, search engine optimization, and paid advertising.
- **Real-Time Engagement and Customer Support:** Fintech companies can provide real-time customer support through digital media channels, improving customer satisfaction and loyalty.
- **Cost-Effectiveness:** Digital media marketing is more cost-effective as compared to the existing marketing methodologies, enabling the upcoming fintech start-ups to reach a wider audience with a limited budget.
- **Personalization and Targeting:** Digital media platforms provide valuable data and analytics that allow fintech companies to personalize their content and target specific customer segments, increasing the effectiveness of their marketing efforts.

### **8.12.2 WEAKNESSES OF DIGITAL MEDIA IN FINTECH**

- **Privacy and Security Concerns:** The usage of potential successful digital media in fintech that is creating tension about the privacy and security of personal and financial information. Fintech companies must prioritize data protection and implement robust security measures to mitigate these risks.
- **Digital Divide:** While digital media has made financial services more accessible, there is still a digital divide that prevents certain populations from fully benefiting from fintech solutions. Fintech companies must address this divide and ensure inclusivity in their digital media strategies.
- **Information Overload:** The abundance of financial information available through digital media can overwhelm users and make it challenging to make informed decisions. Fintech companies must simplify complex concepts and provide user-friendly interfaces to enhance the user experience.
- **Regulatory Compliance:** Fintech companies operating in multiple jurisdictions must navigate complex regulatory frameworks when using digital media for marketing and customer engagement. Compliance with regulatory requirements is crucial to maintain trust and credibility.

### 8.13 LEVERAGING SOCIAL MEDIA CHANNELS

Fintech companies have to choose the right channels for the audience they are targeting to ensure for their social media marketing efforts to be extremely effective. The most widely used social media platforms for fintech businesses are Facebook, Instagram, LinkedIn, Twitter, YouTube, and Facebook (**Banerjee, 2021; Najdawi et al., 2019**). Companies have the capacity to adapt their content to suit the different interests and behaviors among their audience by taking advantage of the distinct features and benefits which each platform offers.

- **Creating Engaging and Valuable Content**

For their social media marketing strategies to be extremely successful, fintech businesses have to carefully pick the right channels for their target demographic. According to Banerjee (2021) and Najdawi et al. (2019), Instagram, LinkedIn, Facebook, Twitter, and YouTube are the social media channels that fintech firms use the most regularly. Organizations can use the many features and perks of each platform gives to adapt their content to the different tastes and behavior of the people they want to reach.

- **Building a Strong Online Community**

The establishment of a vibrant online community is one of the key to success in fintech marketing. Finance technology companies can achieve this using bolstering user-generated content, holding webinars and live Q&A sessions, and actively participating in online communities. Companies can establish an enthusiastic base of clients and establish themselves as reliable authority by encouraging a sense of camaraderie by offering an opportunity for frank conversation.

- **Social Media Optimization (SEO) for optimizing Social Media**

Social media may assist with enhance organic search stands even though it has no direct effect on optimization for search engines (SEO). Fintech businesses may enhance their brand recognition, establish credibility, and drive visitors to their website through generating social media signals like likes, shares, and comments. Social media networks also provide possibilities for content promotion and link expansion, which can boost SEO efforts even further.

## **8.14 THE FUTURE OF FINTECH AND DIGITAL ADVERTISING**

The financial technology market is well-positioned for growth and innovation. Fintech organizations need to have a growth mentality and be creative in order to survive in this constantly evolving market, given the speed at which new technology advancements are emerging and the growing need for digital financial solutions.

Digital advertising will remain essential to the development of fintech businesses. Fintech organizations may enhance their reach and effect by utilizing addressability and presenting tailored and appropriate ads throughout their customer experience. Digital marketing initiatives can produce data-driven insights and can be used to shape future efforts, allowing fintech companies to enhance client experiences, broaden products and services, and stimulate growth in their organizations.

Staying agile and nimble will be crucial for businesses as the fintech sector develops. Fintech businesses can position themselves as leaders in their field, giving clients with enhanced experiences and influencing the direction of finance by embracing digital media and leveraging the power of technology.

Social media marketing and SEO techniques are important drivers of effective visibility for brands, client satisfaction, and company profitability in the rapidly expanding fintech sector. Fintech organizations are able to maintain their competitive edge and position themselves as industry leaders via the strategic use of social media platforms, the generation of valuable content, the establishment of online communities, and search engine optimization. Fintech businesses can develop lasting connections with their target market and propel success in with the right methods and an effective digital presence.

### **8.15 CONCLUSION**

The growth of digital media has been intimately linked to the fintech sector's development. Digital media has been essential in defining the financial business, influencing anything from branding and customer service to digital sales channels. Fintech enterprises have utilized social media networks, mobile commerce platforms, and online marketplaces as a way of communicating with their intended audience. The fintech industry has been influenced by the digital era in terms of bills, challenges, and collaboration. It is imperative for industry participants to use digital media and harness its potential to stimulate expansion and creativity as the fintech sector experiences continual upheaval. Fintech companies may position themselves for success in the ever-evolving financial landscape by emphasizing customer happiness and staying aware of digital improvements.

### **8.16 REFERENCES**

- Acheampong, S., Pimonenko, T., & Lyulyov, O. (n.d.). *SUSTAINABLE MARKETING PERFORMANCE OF BANKS IN THE DIGITAL ECONOMY : THE ROLE OF CUSTOMER RELATIONSHIP*. 6(1), 19–37.
- Adam, H. (2021). Fintech and Entrepreneurship Boosting in Developing Countries: A Comparative Study of India and Egypt. *Studies in Computational Intelligence*, 974, 141–156. [https://doi.org/10.1007/978-3-030-73057-4\\_12](https://doi.org/10.1007/978-3-030-73057-4_12)
- Agarwal, A., Parihar, M., & Shah, T. (2021). Feasibility of Adoption of Blockchain Technology in Banking and Financial Sector of India. *Advances in Intelligent Systems and Computing*, 1189, 479–487. [https://doi.org/10.1007/978-981-15-6067-5\\_54](https://doi.org/10.1007/978-981-15-6067-5_54)
- Al-slehat, Z. A. F. (2023). *FINTECH AND FINANCIAL INCLUSION : THE MEDIATING ROLE OF DIGITAL MARKETING*. 24(1), 183–193.
- Anagnostopoulos, I. (2018). Fintech and regtech: Impact on regulators and banks. *Journal of Economics and Business*, 100, 7–25.

- <https://doi.org/10.1016/j.jeconbus.2018.07.003>
- Asadova, S., & Aksoy, E. E. (2021). Consumer perception in the use of financial technologies: Comparison of Turkey and Azerbaijan. *Journal of Advanced Research in Social Sciences and Humanities*, 6(1), 15–25. <https://doi.org/10.26500/jarssh-06-2021-0102>
  - Banerjee, S. A. (2021). Digital philanthropy for the masses: crowdfunding platforms marketising NGO partnerships for individual giving in India. *Development in Practice*, 1–13. <https://doi.org/10.1080/09614524.2021.1938515>
  - Boratyńska, K. (2019). Impact of Digital Transformation on Value Creation in Fintech Services: An Innovative Approach. *Journal of Promotion Management*. <https://doi.org/10.1080/10496491.2019.1585543>
  - Buckley, R. P., Zetsche, D. A., Arner, D. W., & Veidt, R. (2021). FinTech, financial inclusion and the UN Sustainable Development Goals. *Routledge Handbook of Financial Technology and Law*, 247–272. <https://doi.org/10.4324/9780429325670-14>
  - Buteau, S., Rao, P., & Valenti, F. (2021). Emerging insights from digital solutions in financial inclusion. *CSI Transactions on ICT*, 9(2), 105–114. <https://doi.org/10.1007/s40012-021-00330-x>
  - Campbell-Verduyn, M., Rodima-Taylor, D., & Hütten, M. (2021a). Technology, small states and the legitimacy of digital development: combatting de-risking through blockchain-based re-risking? *Journal of International Relations and Development*, 24(2), 455–482. <https://doi.org/10.1057/s41268-020-00198-5>
  - Campbell-Verduyn, M., Rodima-Taylor, D., & Hütten, M. (2021b). Technology, small states and the legitimacy of digital development: combatting de-risking through blockchain-based re-risking? *Journal of International Relations and Development*, 24(2), 455–482. <https://doi.org/10.1057/s41268-020-00198-5>
  - Chu, A. B. (2018). Mobile Technology and Financial Inclusion. *Handbook of Blockchain, Digital Finance, and Inclusion, Volume 1: Cryptocurrency, FinTech, InsurTech, and Regulation*, 131–144. <https://doi.org/10.1016/B978-0-12-810441-5.00006-3>
  - Chung, K., & Lin, C. (n.d.). *Drivers of Financial Robot Continuance Usage Intentions : An Application of Self-efficacy Theory*. 401–410. <https://doi.org/10.53106/160792642023032402018>
  - Diéguez, A. I., Martín, F. V., & Camacho, M. A. (2023). Predicting Fintech

- Innovation Adoption : the Mediator Role of Social Norms and Attitudes. *Financial Innovation*. <https://doi.org/10.1186/s40854-022-00434-6>
- Fu, J., & Mishra, M. (2022). Fintech in the time of COVID – 19 : Technological adoption during crises. *Journal of Financial Intermediation*, 50(November 2021), 100945. <https://doi.org/10.1016/j.jfi.2021.100945>
  - Greene, E. F., Amico, J. M., & Bala, S. (2018). Blockchain, marketplace lending and crowdfunding: emerging issues and opportunities in fin tech. *Research Handbook on Shadow Banking: Legal and Regulatory Aspects*, 253–296. <https://doi.org/10.4337/9781785362637.00018>
  - Gupta, K., Wajid, A., & Gaur, D. (2023). Determinants of continuous intention to use FinTech services : the moderating role of COVID - 19. *Journal of Financial Services Marketing*, 0123456789. <https://doi.org/10.1057/s41264-023-00221-z>
  - Gupta, S., & Agrawal, A. (2021). ANALYTICAL STUDY OF FINTECH IN INDIA : PRE & POST PANDEMIC COVID-19. 20(3), 33–71.
  - Hammadi, T. Al. (n.d.). *FinTech and Sustainability : A Mini-Review*.
  - Hazar, A. (n.d.). *Financial Technologies : Digital Payment Systems and Digital Banking . Today ' s Dynamics*. 2(4), 162–179.
  - Huei, C. T., Cheng, L. S., Seong, L. C., Khin, A. A., Leh Bin, R. L., Pikkarainen, T., Pikkarainen, K., Karjaluoto, H., Pahnla, S., Chuang, L.-M., Liu, C.-C., Kao, H.-K., Saksonova, S., Kuzmina-Merlino, I., Schindler, J., Li, X., Subrahmanyam, A., Yang, X., Zavolokina, L., ... Khin, A. A. (2019). Applying the technology acceptance model to the online retailing of financial services. *Financial Innovation*, 5(1), 388–410. <https://doi.org/10.35808/ersj/757>
  - Hung, J. L., & Luo, B. (2016). FinTech in Taiwan: a case study of a Bank’s strategic planning for an investment in a FinTech company. *Financial Innovation*, 2(1). <https://doi.org/10.1186/s40854-016-0037-6>
  - Kini, A. N. (2023). *Customer Empowerment and Engagement Behaviours Influencing Value for FinTech Customers : An Empirical Study from India*. 14(1), 83–109.
  - Lee, I., & Shin, Y. J. (2018). Fintech: Ecosystem, business models, investment decisions, and challenges. *Business Horizons*, 61(1), 35–46. <https://doi.org/10.1016/j.bushor.2017.09.003>
  - Lontchi, C. B., Yang, B., & Shuaib, K. M. (2023). *Effect of Financial Technology on SMEs Performance in Cameroon amid COVID-19 Recovery : The Mediating Effect of Financial Literacy*.
  - Makina, D. (2019). The Potential of FinTech in Enabling Financial Inclusion.

- In *Extending Financial Inclusion in Africa* (pp. 299–318). Elsevier.  
<https://doi.org/10.1016/B978-0-12-814164-9.00014-1>
- Martin, P. J. M., & Rabindranath, M. (2017). *Digital Inclusion for Access to Information : A Study on Banking and Financial Institutions in India*.  
<https://doi.org/10.1177/2158244017720479>
  - Mhlanga, D. (n.d.). *Financial Studies Industry 4.0 in Finance: The Impact of Artificial Intelligence (AI) on Digital Financial Inclusion*.  
<https://doi.org/10.3390/ijfs8030045>
  - Mhlanga, D. (2020). Industry 4.0 in finance: the impact of artificial intelligence (ai) on digital financial inclusion. *International Journal of Financial Studies*, 8(3), 1–14. <https://doi.org/10.3390/ijfs8030045>
  - Micu, I., Science, A. M.-S.-P. A. of, & 2016, undefined. (2016). Financial Technology (FinTech) and its Implementation on the Romanian Non-Banking Capital Market. *SEA: Practical Application of Science, IV*(11 (2/2016)), 379–384. <https://www.cceol.com/search/article-detail?id=740243>
  - Najdawi, A., Chabani, Z., Said, R., & Starkova, O. (2019). Analyzing the Adoption of E-Payment Technologies in UAE Based on Demographic Variables. *Proceeding of 2019 International Conference on Digitization: Landscaping Artificial Intelligence, ICD 2019*, 244–248.  
<https://doi.org/10.1109/ICD47981.2019.9105908>
  - Ng, A. W., & Kwok, B. K. B. (2017). Emergence of Fintech and cybersecurity in a global financial centre: Strategic approach by a regulator. In *Journal of Financial Regulation and Compliance* (Vol. 25, Issue 4, pp. 422–434).  
<https://doi.org/10.1108/JFRC-01-2017-0013>
  - Niforos, M. (2017). Blockchain in Financial Services in Emerging Markets, Part I: Current Trends. *Blockchain in Financial Services in Emerging Markets, Part I: Current Trends*. <https://doi.org/10.1596/30369>
  - Omarini, A. E. (2018). Fintech and the future of the payment landscape: The mobile wallet ecosystem - A challenge for retail banks? *International Journal of Financial Research*, 9(4), 97–116. <https://doi.org/10.5430/ijfr.v9n4p97>
  - Pantielieieva, N., Zaporozhets, S., Nagaichuk, N., & Bartosh, O. (2019). Transformation of Financial Intermediation in the Context of Spread of Digital Trends. *The Bulletin*, 3(379), 144–152. <https://doi.org/10.32014/2019.2518-1467.80>
  - Prayitno, P. H., & Sahid, S. (2022). *Social Capital and Household Economic Welfare : Do Entrepreneurship , Financial and Digital Literacy Matter ?*
  - Puschmann, T. (2017). Fintech. *Business and Information Systems Engineering*,



- 59(1), 69–76. <https://doi.org/10.1007/s12599-017-0464-6>
- Ravikumar, T. (2019). Digital financial inclusion: A payoff of financial technology and digital finance uprising in India. *International Journal of Scientific and Technology Research*, 8(11), 3434–3438.
  - Rosário, A. T., & Europeia, U. (n.d.). *Marketing Strategies on Social Media Platforms* (Vol. 19, Issue 1). <https://doi.org/10.4018/IJEER.316969>
  - Saksonova, S., & Kuzmina-Merlino, I. (2017). Fintech as financial innovation - The possibilities and problems of implementation. *European Research Studies Journal*, 20(3), 961–973. <https://doi.org/10.35808/ersj/757>
  - Setiawan, B., Dai, T., Jennifer, P., Martijn, M., Robert, W., Nathan, J., & Farkas, M. F. (2023). Quest for financial inclusion via digital financial services ( Fintech ) during COVID - 19 pandemic : case study of women in Indonesia. *Journal of Financial Services Marketing*, 0123456789. <https://doi.org/10.1057/s41264-023-00217-9>
  - Sodokin, K., Djafon, J. K., & Couchoro, M. K. (2023). Digital transformation , financial access and discrepancies in household wealth accumulation Digital transformation , financial access and. *Cogent Economics & Finance*, 11(2). <https://doi.org/10.1080/23322039.2023.2241700>
  - Tang, Y. M., & Lau, Y. (2023). *Empowering Digital Marketing with Interactive Virtual Reality ( IVR ) in Interior Design : Effects on Customer Satisfaction and Behaviour Intention*. 889–907.
  - Taskinsoy, J. (2019). Blockchain: A Misunderstood Digital Revolution. Things You Need to Know about Blockchain. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3466480>
  - Thomason, J., Ahmad, M., Bronder, P., Hoyt, E., Pocock, S., Bouteloupe, J., Donaghy, K., Huysman, D., Willenberg, T., Joakim, B., Joseph, L., Martin, D., & Shrier, D. (2018). Blockchain-Powering and Empowering the Poor in Developing Countries. In *Transforming Climate Finance and Green Investment with Blockchains* (pp. 137–152). Elsevier. <https://doi.org/10.1016/B978-0-12-814447-3.00010-0>
  - Venegas, P. (2021). Trustable Risk Scoring for Non-bank Gateways in Blockchain and DLT Financial Networks. *Springer Proceedings in Complexity*, 165–178. [https://doi.org/10.1007/978-3-030-67318-5\\_10](https://doi.org/10.1007/978-3-030-67318-5_10)
  - Verkijika, S. F. (2019). An Affective Response Model for Understanding the Acceptance of Mobile Payment Systems. *Electronic Commerce Research and Applications*, 100905. <https://doi.org/10.1016/j.elerap.2019.100905>
  - Wang, J. (2023). Reconfigure and evaluate consumer satisfaction for Open API

in advancing FinTech. *Journal of King Saud University - Computer and Information Sciences*, 35(9), 101738.

<https://doi.org/10.1016/j.jksuci.2023.101738>

- Xie, H. (2023). Journal of King Saud University – Science Analysis of interaction function of modern graphic design based on technical-aided design. *Journal of King Saud University - Science*, 35(8), 102828.  
<https://doi.org/10.1016/j.jksus.2023.102828>
- Yadav, M. V., & Spandana, B. R. (2023). *Fintech in India : Exploring Opportunities and Challenges in Andhra Pradesh*. 7, 150–157.  
<https://doi.org/10.46647/ijetms.2023.v07i03.020>
- Zabala Aguayo, F., & Ślusarczyk, B. (2020). Risks of banking services’ digitalization: The practice of diversification and sustainable development goals. *Sustainability (Switzerland)*, 12(10).  
<https://doi.org/10.3390/SU12104040>
- Zavolokina, L., Dolata, M., & Schwabe, G. (2016a). FinTech - What’s in a name? *2016 International Conference on Information Systems, ICIS 2016*.
- Zavolokina, L., Dolata, M., & Schwabe, G. (2016b). The FinTech phenomenon: antecedents of financial innovation perceived by the popular press. In *Financial Innovation* (Vol. 2, Issue 1). SpringerOpen. <https://doi.org/10.1186/s40854-016-0036-7>
- <https://www.criteo.com/blog/the-boom-of-fintech-and-its-acceleration-with-digital-advertising/>
- <https://www.fintechdigital.com/blog/the-role-of-social-media-in-fintech-branding/>
- <https://cloudtweaks.com/2016/12/social-media-changing-fintech-startups/>
- <https://economictimes.indiatimes.com/markets/stocks/news/how-fintechs-are-leveraging-digital-sales-channels-to-drive-business-growth/articleshow/100992695.cms>
- <https://www.sciencedirect.com/science/article/pii/S2666954422000084>
- <https://www.prove.com/blog/the-role-of-social-media-in-fintech>
- <https://juphy.com/blog/fintech-social-media>
- <https://propelrr.com/blog/social-media-marketing-for-fintech>
- <https://economictimes.indiatimes.com/markets/stocks/news/how-fintechs-are-leveraging-digital-sales-channels-to-drive-business-growth/articleshow/100992695.cms>
- <https://propelrr.com/services/social-media-marketing-management>

- <https://ansible.unipu.hr/>
- <https://quttera.com/>
- <https://www.bluetrain.co.uk/blog/fintech-social-media-marketing>
- <https://www.criteo.com/blog/the-boom-of-fintech-and-its-acceleration-with-digital-advertising/>