
Cybersecurity in Fintech: Sectoral and Regional Overview

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INTRODUCTION

FinTech is a new financial technology that provides financial services through communication technologies and innovative information. It is widely considered that the 4th industrial revolution has greatly affected the working conditions and methods and has caused a shift from what was previously prevalent. This inclusion of advanced technologies in the financial sphere makes the world of entrepreneurship more advanced and remarkably digital as a result. With such tremendous changes it is sensible to come to the conclusion that there are some cons or drawbacks that come with the convenience and advantages. New digital technologies help to automate a huge variety of financial activities and provide alternative affordable products in parts of the financial sector, ranging from asset management to lending, and the payment system. The problem presents itself when the FinTech industries come with cybersecurity risks that open the flood gates to cybercrime and scams in this financial sphere. These FinTech industries have had an exponential growth on a global level so naturally there have been steps to combat the previously mentioned cybersecurity risks.

Once viewed as a secluded segment of serving digital payments, fintech has now evolved into a multi-trillion-dollar industry that is redefining the core functions of traditional banking. Traditional banks, long shielded by legacy infrastructure and regulatory moats, are now compelled to compete with agile startups offering tailored, user-centric solutions at scale. While this has fostered financial inclusion and operational efficiency, it has also introduced volatility, oversight gaps, and systemic risks that are still being understood.

This paper studies the rapid rise of FinTech, its pros, cons, safety concern and most importantly a comparative study on various cyber security measures taken in various sectors under the FinTech umbrella. This topic becomes especially important nowadays as the number of FinTech companies rise, which compete with traditional banks on financial

products and services, are increasing constantly as digital technology develops.

RESEARCH OBJECTIVES

1. Understand the term 'FinTech' and its rapid rise
2. Analyse its pros and cons
3. Differences between traditional banking system and FinTech
4. Differentiate the different sectors and regions under the FinTech umbrella
5. Identify the cybersecurity risks in various sectors of fintech
6. A comparative study on how various regions combat the cybersecurity Risks

WHAT IS FinTECH ?

FinTech, which is short for "financial technology," refers to the combination of technology and financial services in order to enhance or automate their delivery.

. It encompasses a wide range of applications, including digital payments, lending, basic transactions, wealth management etc. By taking help from technologies such as artificial intelligence (AI), machine learning and blockchain, FinTech companies help in making financial services more accessible, efficient, and user-friendly. FinTech has democratized access to financial services, enabling individuals and businesses to manage their finances more effectively. The FinTech industry continues to develop and grow, driven by technological advancements and ever evolving customer expectations. FinTech's impact is made clear in various fields like mobile payments, peer-to-peer lending, and cryptocurrency platforms, which have completely changed the game by transforming traditional financial and banking practices and introducing new opportunities and fields for consumers and businesses alike. As FinTech continues to grow, it is revolutionary and is transforming the financial landscape, offering innovative solutions that challenge traditional financial institutions and promote greater financial inclusion.

BASIC DIFFERENCES BETWEEN TRADITIONAL BANKING AND FINTECH

Criteria	Traditional Banking	Fintech
Business Model	Operates through physical branches, and provides a wide range of financial services.	Primarily Operates only on digital platforms and provides specialized financial services.
Technology Infrastructure	Relies heavily on legacy systems and infrastructure, which may be often termed as outdated and less adaptable.	Utilizes modern technologies like AI, blockchain, and cloud computing for efficient operations.
Customer Experience	Emphasizes in-person and one to one interactions with personalized services.	Focuses on solely user-friendly digital interfaces and automation for convenience. With little to no human contact
Regulatory Environment	Subject to stringent regulations and oversight by central banks and government agencies.	Operates in a more flexible regulatory environment, though this is evolving as regulations catch up.
Cost Structure	Higher operational costs due to physical branches and extensive staff.	Lower costs, often resulting in reduced fees for consumers.
Speed of Innovation	Slower adoption of new technologies and services due to established processes and systems.	Rapid innovation and deployment of new financial products and services.
Market Reach	Limited by geographic location and branch accessibility.	Global reach through internet-based platforms, accessible from anywhere.
Security Measures	Strong security protocols with established trust, but can be targets for cyberattacks.	Advanced security technologies, though newer platforms may face trust-building challenges.
Customer Trust	High trust due to long-standing presence and regulatory oversight.	Building trust through transparency, user reviews, and regulatory compliance.
Service Availability	Limited to banking hours and branch locations.	24/7 availability through online platforms and mobile apps.

Pros of Fintech

Inclusivity

Fintech has expanded the availability of financial services, in underserved regions and has as a result enabled millions of people in rural areas or in areas that don't typically have a lot of access to perform monetary transactions via mobile phones .

Increased convenience and availability

Digital platforms provided by FinTech allows its consure to make transactions and access financial services anytime and from anywhere across the world. This aspect has proven particularly beneficial in rural areas or areas with limited banking facilities .

Cost Reduction

Fintech companies often operate with lower overhead costs compared to what traditional banks

do, putting them in a position to offer services with reduced fees and more competitive interest rates .

Innovation in Financial Products

Technology is an ever growing and evolving field , with new developments every single day. Its collaboration with the financial sector has brought forward to the world a plethora of innovative services such as robo-advisors, etc , providing consumers with more flexible and personalized financial solutions .

Improved Data-Driven Decision Making

Fintech leverages big data analytics to measure creditworthiness, to detect fraud, and to tailor financial products to allign with individual needs, enhancing customer experience as a result .

Cons of Fintech

Cybersecurity Risks

The digital aspect of fintech services exposes its users to cyber threats, which include including data breaches and fraud

Limited Personal Interaction

The reliance on digital platforms can result in a scarcity of in person interactions, when some individuals prefer for personalized financial advice and support or are not tech friendly .

Regulatory Challenges

The rapid evolution of fintech often outpaces the regulatory frameworks that are put in place , leading to potential gaps in consumer protection

Technological Dependence

Fintech services are very heavily reliant on internet connectivity and technology ; technical distributions can lead to system breakdowns .

Digital Divide

Not all individuals have equal access to the necessary technology or internet connectivity, which can often be inclusive to certain populations and prevent them from benefiting fully from fintech services .

CYBERSECURITY IN FINTECH

Fintech firms face unique cybersecurity challenges, including:

Distinction of cybersecurity combative measures on the basis of Continent or Region-

The following distinction provides a basic understanding of the various regions of distinction in the fintech industry and the generalised cybersecurity measures taken to combat those. Displaying how different they can be

Region Key Characteristics

North America Heavy regulation, mature market, focus onAI/cyber risk compliance

Europe Strong GDPR, DORA/NIS2 frameworks,cross-border fintechs

Asia-Pacific Fast innovation, rising cyber budgets, n uneven regulations

Africa Emerging fintech boom, mobile-first security,infrastructure gaps

LATAM Fintech explosion, weak enforcement,high fraud exposure

FURTHER, WE CAN ALSO SEE RATHER DISTINCT SECTOR DIVISIONS UNDER THE FINTECH UMBRELLA

These different sectors have their own functions, purpose and lastly their cyber security risks. With the exponential growth in the fintech industry, overall we can see most of these in almost every corner of the world

Sector	Key Functions
Payments & PayTech	Mobile, peer-to-peer, remittances, merchant services
Lending & LendTech	Digital loans, BNPL, P2P lending, AI-driven credit scoring
Digital Banking & BaaS	App-based banking, embedded finance, neobank infrastructure
InsurTech	Digital insurance: underwriting, claims, risk via AI/IoT
WealthTech	Robo-advisors, micro-investing, trading platforms
RegTech	Automated compliance, KYC/AML, fraud prevention
Blockchain/Crypto/DeFi	Crypto, decentralized finance, digital assets
Capital Markets & TradeTech	Trading infrastructure, asset management, trade finance
PFM (Personal Finance)	Budgeting, goal tracking, expense management
PropTech	Mortgages, real-estate tech, blockchain records
Crowdfunding & P2P	Community-driven funding platforms

With various regions availing the same facilities with the same cybersecurity drawback its safe age to assume that each might have come up with their own version of a combative feature

LIST OF CHIEF SAFETY CONCERNS IN PREVIOUSLY MENTIONED SECTORS

1. Payments & PayTech

- Payment Fraud & Account Takeover (ATO):
- API Exploits in Open Banking:

2. Lending & LendTech

- Synthetic Identity Fraud:

- Phishing & Credential Stuffing:

3. Digital Banking & BaaS

- API Vulnerabilities:
- Third-Party & Supply Chain Risks

4. InsurTech

- Data Privacy Breaches
- AI Manipulation:

5. WealthTech

- Account Hijacking:
- Insider Threats:

6. RegTech

- False Data Injection:
- Cloud Misconfigurations: Is.

7. Blockchain / Crypto / DeFi

- Smart Contract Exploits:
- Wallet & Key Theft:

8. Capital Markets & TradeTech

- Insider Trading & Data Leaks:

- Latency/Algorithmic Exploits:

9. PFM (Personal Finance Management)

- Insecure Data Aggregation:
- Weak Authentication:

10. PropTech

- IoT Device Exploits:
- Tenant Data Exposure:

Having identified these safety concerns, we can now study how different regions have chosen to combat these and to make the use of FinTech exponentially safer and to study their degree of efficiency when compared to each other. This will also bring to light the geopolitical aspect because the comparison is done region-wise when looking at the sectors under the FinTech umbrella. The following table shows how various cybersecurity threats in different sectors of fintech are dealt by different regions, shedding

SECTORS	North America	Europe	Asia-Pacific	Africa	LATAM
Paytech	These consist of data protection, encryption, multi-factor authentication, frequent security audits, and compliance with laws such as PCI DSS. Additionally, they are concentrating on incident response planning, cloud security, and educating staff members about cyberthreats.	While the Network and Information Systems Directive (NIS2) establishes security standards for critical infrastructure, including the financial sector, the EU's Digital Operational Resilience Act (DORA) requires improved cybersecurity measures for financial institutions, including payment and service providers. Furthermore, a framework for safeguarding cardholder data is offered by the Payment Card Industry Data Security Standard (PCI DSS).	primarily concentrated on strengthening defenses against an increasing number of advanced cyberattacks. This entails implementing cloud-based solutions, utilizing AI and machine learning to anticipate and mitigate threats, and concentrating on vital industries like government and finance because of the sensitive nature of the data they manage	Implementing strong security technologies, creating thorough data protection policies, and raising awareness of cybersecurity are important tactics. Additionally, regulatory frameworks are changing to meet the increasing threats posed by cyberspace.	Among the steps are enhancing app security, putting cutting-edge technologies like AI and ML into practice, and giving staff collaboration and training top priority.

LandTech	cybersecurity measures are crucial for protecting sensitive data and operational integrity. These measures include implementing robust cybersecurity frameworks, utilizing advanced technologies like AI and blockchain for threat detection and response, and focusing on proactive risk management strategies	In Europe, LandTech companies are subject to various cybersecurity measures, primarily driven by EU-wide regulations like the NIS2 Directive and the Cyber Resilience Act. These measures aim to enhance the security of digital products, critical infrastructure, and network and information systems. Key areas of focus include risk management, incident reporting, and the adoption of specific security protocols.	increased investment in cybersecurity, adoption of cloud-based security solutions, and a shift towards Zero Trust architectures. Additionally, there's a focus on continuous monitoring, regular security audits, and employee training to mitigate risks	Includes developing national cybersecurity frameworks, implementing legislative measures against cybercrime, and investing in cybersecurity capabilities. Furthermore, regional collaboration, public-private partnerships, and awareness campaigns are crucial for enhancing the overall cyber resilience of the continent.	measures include strengthening access control, implementing multi-factor authentication, and investing in advanced fraud detection systems. Additionally, there's a growing focus on raising cybersecurity awareness among employees and adopting security protocols for remote work.
Digital banking	include multi-factor authentication, regular security audits, AI-driven fraud detection, and robust incident response plans. Banks also focus on employee training, secure payment gateways, and keeping software updated to mitigate risks.	robust authentication methods like multi-factor authentication (MFA), strong encryption protocols, and regular security audits. Furthermore, the EU is implementing regulations like the Digital Operational Resilience Act (DORA) to enhance the sector's ability to withstand and recover from cyberattacks.	security measures include, data encryption, proactive threat detection, and regular security audits. Banks are implementing multi-factor authentication, advanced fraud detection systems and investing in employee training to combat phishing and other social engineering attacks. There's a growing focus on securing data at rest and in transit through encryption and secure data storage practices.	A variety of cybersecurity measures are being implemented to protect against cyber threats. These include the adoption of two-factor authentication (2FA), encryption technologies, firewalls, and intrusion detection systems. Employee training programs and collaboration with regulators and law enforcement are also crucial components of a comprehensive cybersecurity strategy.	In Latin America, digital banking cybersecurity measures include implementing strong authentication methods like multi-factor authentication (MFA) and biometrics, enhancing security awareness, and investing in advanced technologies such as AI-powered fraud

					detection systems. These measures are crucial for mitigating the increasing sophistication of cyberattacks and protecting sensitive data.
InsurTech	These include following data backup, encryption, and access control best practices, developing comprehensive incident response plans, and conducting regular security assessments. They also focus on using strong passwords, implementing firewalls, and utilizing security software like antivirus and anti-malware tools. Additionally, they are increasingly adopting Cybersecurity as a Service (CaaS) solutions for real-time threat monitoring and expertise.	Key initiatives include the implementation of the Digital Operational Resilience Act (DORA) and the NIS2 Directive, which aim to harmonize cybersecurity practices and enhance digital resilience across the financial sector and other critical infrastructure. These regulations, alongside the Cyber Resilience Act and Cyber Solidarity Act, are driving a proactive approach to cyber risk management within the industry.	measures include strengthening data protection laws, enhancing cyber resilience, improving consumer data protection, and introducing mandatory breach notifications. Additionally, there's a growing focus on cyber readiness, regional policy coordination, capacity building, and international collaboration within the ASEAN region	Insurtech companies in Africa are increasingly implementing cybersecurity measures to protect sensitive data and ensure business continuity, driven by the growing threat of cyberattacks and the need to comply with evolving regulations. These measures include adopting multi-layered security systems, investing in cybersecurity technologies, enhancing employee awareness, and seeking cyber insurance	cybersecurity measures are crucial due to the increasing digitalization of financial services and the rise of cyber threats. Key measures include robust cybersecurity infrastructure, employee training, and ethical AI practices. Additionally, business continuity planning and the use of advanced fraud detection systems are vital.

WealthTech	These measures include robust authentication protocols, encryption, intrusion detection systems, and regular employee training. They are also focusing on proactive measures like incident response planning and vendor oversight to mitigate potential risks	cybersecurity is bolstered by a combination of regulations, industry initiatives, and technological advancements. Key measures include complying with the GDPR, implementing the NIS2 Directive, and leveraging cybersecurity frameworks like those provided by ENISA. These efforts aim to protect client data, prevent breaches, and ensure a secure digital environment for financial transactions.	Wealth tech companies are increasingly focusing on cybersecurity, recognizing the growing threat landscape and the need to protect client data and financial assets. This includes a rise in cybersecurity budgets, adoption of cloud-based solutions, and increased investment in AI and machine learning for threat prediction and mitigation.	Key strategies include robust security protocols, employee training, and regulatory compliance. Additionally, fostering a culture of cybersecurity awareness, sharing threat intelligence, and strengthening regional partnerships are vital for building a resilient ecosystem.	cybersecurity measures are being strengthened through a combination of regulatory frameworks, technological advancements, and increased awareness. These include developing regulatory frameworks, identifying critical IT infrastructure, establishing cyber incident response centers, and promoting public awareness. Additionally, fintechs are adopting app hardening, runtime detection, and AI/ML to protect user data and financial transactions.
RegTech	In the North American RegTech sector, cybersecurity is a major focus, with measures including strengthening operational resilience, enhancing data protection, and adopting AI-powered fraud detection. RegTech	Key measures include the GDPR and NIS2 Directive for data protection and network security, alongside the Cyber Resilience Act for digital products. Additionally, the EU is developing a European Cybersecurity	cybersecurity measures to comply with evolving regulations and mitigate risks. These include robust security solutions, data protection technologies, fraud detection systems, and	In Africa, RegTech (Regulatory Technology) solutions are increasingly being adopted to enhance cybersecurity and compliance, particularly within the financial sector.	measures include robust data protection protocols, strong access controls, regular security

	solutions are used to automate compliance processes, manage risks, and ensure adherence to regulations like the Sarbanes-Oxley Act and data privacy laws.	Certification Framework and strengthening operational cooperation and crisis management through organizations like ENISA.	compliance management platforms. Furthermore, there's a growing focus on data localization, with regulations requiring certain data to be stored within specific countries, and on cybersecurity assessments for data transfers.	These solutions help address challenges related to data security, fraud prevention, and regulatory compliance through automation and advanced technologies.	audits, and employee training on cybersecurity best practices. Furthermore, many LATAM countries are actively developing and updating their cybersecurity strategies, including establishing dedicated cybersecurity institutions, enacting relevant laws and regulations, and fostering collaboration between public and private sectors.
Blockchain/Crypto	cybersecurity measures focus on safeguarding digital assets and infrastructure through a combination of technological advancements and best practices. These include robust encryption, secure key management, multi-factor authentication, and proactive threat detection. The decentralized and immutable nature of blockchain provides a strong foundation for security, but challenges remain in protecting against vulnerabilities like smart contract exploits and 51% attacks.	The European Union (EU) is actively strengthening cybersecurity measures in the cryptocurrency sector through a combination of legislation, industry collaboration, and international cooperation. Key initiatives include the Cyber Resilience Act, the NIS2 Directive, and the establishment of organizations like the European Cyber Security Organisation (ECSO)	cyber security measures in the cryptocurrency sector are increasingly focused on enhancing regulatory frameworks, promoting public-private partnerships, and implementing advanced technologies to combat cyber threats. Notable trends include a rise in ransomware attacks, crypto-mining malware, and phishing attempts, prompting a need for robust security strategies.	Cybersecurity measures in the African crypto sector are still developing, with a focus on national strategies and international collaboration to combat cybercrime and enhance digital security. Key areas include strengthening national cybersecurity policies, implementing international standards, and addressing specific threats like online scams, phishing,	In the Latin American (Latam) crypto sector, cybersecurity measures are primarily focused on protecting users and infrastructure from cyberattacks, while also addressing market manipulation and fraud. These measures involve

				and ransomware	regulatory frameworks, technological advancements, and collaborative efforts to enhance overall cybersecurity.
TradeTech	In the North American trade tech sector, cybersecurity measures are being strengthened through various initiatives, including implementing risk-based approaches, enhancing collaboration, and adopting frameworks like the NIST Cybersecurity Framework. These efforts aim to protect sensitive data, prevent cyberattacks, and ensure the smooth functioning of trade operations in the digital age.	Key initiatives include the NIS2 Directive for network and information systems security, the EU Cybersecurity Act for certification, and the Cyber Resilience Act for product cybersecurity standards. These measures aim to protect digital infrastructure, promote secure digital trade, and foster a secure and resilient digital economy.	in the Asia-Pacific region, cybersecurity in the trade tech sector is receiving increased attention and investment due to rising cyber threats and the growing reliance on digital platforms for trade activities. Key measures include strengthening network and endpoint security, adopting cloud-based solutions, and implementing AI and machine learning for threat detection and mitigation. Collaboration, awareness, and regulatory frameworks are also crucial for building a resilient cybersecurity posture.	cybersecurity measures are gaining traction due to increased digitization and cyber threats. Many African countries are actively introducing legislation, adopting frameworks, and implementing strategies to enhance cybersecurity, with a focus on protecting data, critical infrastructure, and promoting international collaboration.	cybersecurity measures are crucial to protect sensitive data and ensure the smooth flow of international trade. Key measures include implementing encryption, data loss prevention (DLP) tools, and intrusion detection systems. Strengthening cybersecurity also involves raising awareness among employees and regularly updating software and systems.
PFP	include the use of strong passwords, multi-factor authentication, antivirus software, firewalls, and data encryption among other things. The NIST Cybersecurity	In the European sector, cybersecurity measures in Professional Photography (PFP) are driven by specific regulations like the NIS2 Directive and the	In the African sector, cybersecurity measures in public financial institutions (PFIs) are being strengthened through a combination of	In the Asia-Pacific (APAC) region, cybersecurity measures in public-private partnerships (PFP) are mainly focused on	In Latin America (LATAM), the cybersecurity landscape in the

	Framework also provides a set of suggested instructions with the help of which organizations can improve and access their chances at preventing, detecting cybersecurity threats	Cyber Resilience Act. These measures focus mainly on enhancing resilience and cooperation to counter cyber threats, especially within critical digital services.	national strategies, international collaborations, and specific initiatives. Key areas include legislative frameworks, awareness campaigns, and collaborative platforms for information sharing and incident response.	strengthening cyber resilience by collaboration, policy harmonization, and capacity building. This includes initiatives to improve cybersecurity awareness, make threat detection capabilities better, and to create a digital environment that is safer	Private Financial Sector (PFS) is evolving with a mix of national regulations and international standards. While some countries have made strides in adopting data protection laws and joining international agreements, a unified approach is still lacking. This leads to varying cybersecurity practices and challenges in cross-border data transfer and combating cybercrime.
PropTech	Key strategies include implementing multi-factor authentication, conducting regular security audits, and prioritizing employee cybersecurity training. Additionally, PropTech companies are focusing on securing third-party vendors, verifying wire transfer instructions, and encrypting communication channels.	the European Union has a comprehensive approach to cybersecurity and data protection, with regulations like the NIS2 Directive and GDPR. PropTech companies operating in this environment need to implement robust security measures to protect sensitive data and comply with these regulations.	These measures include implementing strong data encryption, secure survey platforms, and employee training to combat threats like phishing and social engineering. Additionally, establishing robust legal frameworks, fostering public-private partnerships, and promoting regional cooperation are essential for a comprehensive cybersecurity approach in the	cybersecurity measures to protect their digital assets and sensitive data from cyber threats. These measures include robust security solutions like VPNs, firewalls, and intrusion detection systems, as well as an increased focus on cloud security and application security. Furthermore, there's a growing emphasis on employee training	These measures include implementing robust data protection strategies, strengthening API security, and adopting a comprehensive approach to IT infrastructure protection. Furthermore

			African PropTech landscape.	to recognize and mitigate phishing and social engineering attacks, along with the adoption of AI-driven tools for threat detection and response.	e, developing cybersecurity guidelines, fostering regional cooperation, and upskilling cybersecurity professionals are also vital steps in enhancing the sector's resilience against cyberattacks.

Conclusion

As the financial world undergoes an astounding, FinTech stands at a crossroads of innovation and a plethora. This research has explored how the growth of advanced technologies with financial services is not only a change. From decentralized finance platforms challenging central banks, FinTech has catalyzed a revolution that is democratizing finance at an unprecedented scale.

Yet, with every technological advancements, cons with the same are noticed. The digitization of finance has increased access and lowered costs, but it has also opened many opportunities to cybercriminals. Our comparative analysis of cybersecurity strategies across regions and sectors shows that while there is no universal panacea, localized implementation of measures—rooted in legal maturity, and cultural context—is key to safety.

the more Developed regions like Europe and North America focus more on regulatory rigor and official tools such as GDPR, DORA, and Zero Trust models to strengthen cybersecurity. On the contrary, emerging markets in Africa and Latin America prioritize access, often contending with foundational gaps in cybersecurity infrastructure while experimenting through mobile-first solutions. Asia-Pacific practices a little bit of both a rapid

adoption and fragmented governance, where speed sometimes overshadows safety. the threats and responses are as diverse as FinTech itself. Payments & PayTech fight API exploits and phishing; LendTech grapples with synthetic identities; Crypto platforms defend against smart contract vulnerabilities and wallet theft. Each domain requires tailored, agile defenses—some technological, others regulatory, and increasingly ethical in nature. The rise of AI, blockchain, and quantum encryption offers promising shields, but their responsible implementation is still in its infancy. Ultimately, the future of FinTech will not be determined by only innovation, but by the industry's ability to harmonize agility with accountability and make the platforms safer. As we move toward a hyper-digital financial ecosystem, this balance will be the cornerstone of trust—a currency more valuable than any cryptocurrency or fintech startup valuation.

The conclusion is clear: FinTech is not just disrupting finance; it is reconstructing it. To embrace its full potential, people must invest not only in code but in safety, governance, and global cooperation. Only then can the potential of FinTech be fully realized—not as a replacement for traditional banking system, but as its own exclusive and independent entity

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