
FINTECH AS A ROAD MAP TO ENHANCE BUSINESS OPERATIONS AND DELIVERY OF FINANCIAL SERVICES

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ABSTRACT

Fintech, the word is combination of “financial technology” which aims to improve and automate the dissemination of financial services. Fintech refers to variety of financial activities such as money transfers, depositing a cheque with your smartphone, by passing a bank branch to apply for credit, raising money for business startup and managing investments without human intervention. This article discusses the application and technology of fintech. The article also briefly touches upon the history, global fintech companies and fintech scenario in India. The growth rate of fintech industry is robust, by addressing some of the key challenges like comprehensive regulations to govern fintech sector, data security and privacy issues and early stage funding for fintech startup this sector could achieve remarkable landscape in financial services industry.

KEYWORDS: Artificial Intelligence, Block chain, Big data, Fintech, Regtech, Roboadvisors.

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