

Preface

Digital financial services are starting to become increasingly popular with consumers, thereby fostering a favorable climate for digital entrepreneurship: mobile payment, Blockchain, etc. Research trying to understand and explain this phenomenon focuses on FinTech, an emerging field of research which attracts a lot of attention but remains little explored (Ryu, 2017). Indeed, there is not yet a clear definition of “FinTech” which is the subject of a consensus among researchers (Milian et al., 2019). For some authors, FinTechs are financial innovations that upset the financial market (Anand & Mantrala, 2019). For others, they are startups, based on financial innovations, which have changed the ecosystem (Palmié et al., 2019). What is therefore the FinTech? What are their different types? Are they the source of entrepreneurial opportunities? What are the components of the FinTech ecosystem? How can we qualify the relationships between them?

Liu et al. (2020) discuss the importance of the variety of FinTech business models and their ability to solve financial market problems. At this level, several questions can be asked: What are the characteristics of FinTech business models? How FinTech can influence the business models of traditional financial players (banking, insurance)?

Wonglimpiyarat (2018) lists current research topics dealing with FinTechs such as mobile payment, and Blockchain. The latter, through its multiple platforms and applications (value transfer, financing, asset recognition, etc.), promotes entrepreneurial opportunities (Chen & Bellavitis, 2020). What are the entrepreneurial opportunities favored by Blockchain? Is Blockchain entrepreneurship an appropriate solution for financial inclusion?

In the ecosystem, the relationship between its “traditional financial players (banking, insurance)” and “FinTech” components remains ambiguous (Lee & Shin, 2018): is it a collaborative relationship or rather a competitive one?

Noting the lack of research work on these themes, this book attempts to shed light on this area in order to bridge the gap between the discourse of practitioners and the literature.

This book aims to:

- Define the concept of FinTech and its ecosystem;
- Define concepts in relation with management transformations caused by FinTech;
- Present new theoretical and empirical frameworks related to the topics;
- Share useful experiences and best practices to deal with the new technological changes.

Regarding its contributions, this book is divided into three interrelated sections. The first section is titled “Insights From the Blockchain Technology”. Three chapters (1-3) are included in this section dedicated to the study of Blockchain technology.

In the first chapter, the authors’ objective is to classify different banks according to their Blockchain initiatives examining their strategic scope. In order to achieve this objective, they surveyed Blockchain initiatives of forty-five international banks and analyzed the different business models as management transformation for the banking industry. The authors developed a taxonomy of 5 different business models.

The purpose of the second chapter is to highlight how the implementation of the Blockchain technology has shaped a new way of trading commodities for global companies. The author proposes relevant examples in order to properly understand the influence of the Blockchain technology on the commodities’ business. Specifically, it mainly handles the perceived renovation on each step of the physical commodity transaction life cycle, through the negotiation of the contract terms to the delivery to final clients’ companies. The author also emphasizes the role of FinTech in transforming the means of trading commodities in the financial markets at different strands: a network of worldwide payment systems, easing and security of payments, a timely search for new financing sources, opportune data for investors, an enhancement of derivatives products’ trading, etc.

In the third chapter, the authors emphasize that the major issue of Blockchain technology is the lack of regulatory measure framework to boost its acceptability among many countries of the world. They examine the regulatory standard measures of Blockchain technology as panacea for Blockchain technology acceptability. Evidence shows that absence of regulatory measure standard is fear to non-acceptability and accessibility of Blockchain technology.

Section 2 is dedicated to the presentation of “Managerial and Cultural Transformations in the Era of FinTech”. Three chapters (4-6) are integrated in this section.

In the fourth chapter, the author sheds the light on drivers, features and challenges of FinTech, and discusses the elements and attributes of its ecosystem and the diversity of FinTech models operating in the financial industry. The author also emphasizes

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the role of a FinTech culture as a vibrant digital, agile, customer-centric, creative technology-driven, and entrepreneurial culture in a digitalized and changing world.

The fifth chapter deals with the Big data management in the era of FinTech. The authors emphasize the need of managers for big data tools in order to get meaningful insights from the huge volumes of such data. They investigate the big data management issues in the context of FinTech and propose a framework for big data management tools adoption based on expected benefits and challenges.

Regarding the managerial issues linked to Regulatory Perspective, the sixth chapter provides an overview of these directives and raises to some critical matters that have to be taken into consideration for successful management transformation of a pan-European mobile payment service in the FinTech context.

Section 3 is titled “Empirical Experiences and Applications”. This section contains four chapters (7-10) from several proposals that were submitted by researchers from different countries.

In the seventh chapter, the author provides an overview of Managerial Challenges under FinTech. The author attempt providing empirical evidence on the managerial challenges emanating from FinTech within the context of Zimbabwean commercial banks. Seven challenges, namely, customer retention, regulatory compliance, technology risk, increased competition, cyber-attacks, the inadequacy of IT employees, and system downtimes are established and recommendations to deal with these challenges are proffered.

The eighth chapter, titled “FinTech’s Interpretations and Tunisian Ecosystem Analysis”, describes the Tunisian fintech ecosystem. The latter is mainly composed of Central Bank of Tunisia, Fintech Startups (Financing, Payments, Loyalty program, Blockchain and cryptocurrencies, Exchange services and Insurance, and Technology, IT and Infrastructure), Technology developers, Traditional Financial Institutions and Financial customers.

The ninth chapter highlights the Competition between neobanks and online banks in the French retail banking market and reactions from universal banks. It provides an analysis of market moves, and innovation sources, from newcomers and incumbent players, based on core and periphery networks theory; and additional survival analysis and VSR model, based on organizational population ecology. On the French market neobanks, which are a subpart of fintech, are dominantly set up by entrepreneurs. On the contrary, online banks usually have universal banks as shareholders. According to the author, if neobanks, on one hand, tend to converge towards the core, universal banks, on the other hand, are growingly accepting peripheral actors.

The tenth chapter is dedicated to the understanding the importance of the online banking quality and its impact on the satisfaction and loyalty of the Tunisian consumers. The authors demonstrate that the bank, object of the study, respects all the quality norms and criteria, namely, reliability, responsiveness, competence, courtesy,

credibility, access, communication, understanding the customer, collaboration, continuous enrollment, content, accuracy, ease of use, timeliness, aesthetics, security and diverse features which led to its success.

We hope this book can help readers to better understand the Influence of FinTech on Management Transformation and thus can inspire other researchers to explore new related issues.

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