

## A Systematic Review of Fintech Development

Nitesh Kumar, Dr. Akhil Goyal, Dr. R. Thanga Prashath

MBA(Finance). NIMS University. Jaipur, India

Associate Professor, NIMS University. Jaipur. India

Associate Professor, NIMS University. Jaipur. India

[1.nonu54726@gmail.com](mailto:1.nonu54726@gmail.com), [2.akhil.goyal@nimsuniversity.org](mailto:2.akhil.goyal@nimsuniversity.org), [3.r.prashath@nimsuniversity.org](mailto:3.r.prashath@nimsuniversity.org)

**ABSTRACT:** The rapid emergence of the Financial Technology Industry (Fintech) has revolutionized the financial landscape, attracting extensive academic attention and industry-driven innovation. This systematic review synthesizes the literature on Fintech development to provide an exhaustive understanding of every major and centrifugal development. The review includes a methodical assessment of peer-reviewed articles, conference papers, and industry reports published between 2010 and 2024. A review of the literature indicates the far-reaching impact of Fintech across the various segments of banking, payment, lending, wealth management, and insurance. The literature unravels the significant role of advanced technologies such as blockchain, artificial intelligence, and big data analysis in promoting innovation across the financial sector. Additionally, the analysis preaches the existing regulatory participation and its implications on Fintech adoption and the promotion of market expositions and consumer interests.

**KEYWORDS:** Research Paper, Fintech Innovation, Artificial Intelligence in Finance, Digital Payments, Crowdfunding.

### INTRODUCTION

Over the recent years, financial technology, or fintech, has become a transformative agent revolutionizing the provision of financial services to a global scale. As a field that conducts monetary activities empowered by technology, fintech has significantly changed the way people and businesses acquire, manage, and utilize financial services. With a variety of fintech solutions available on the market, from mobile payment solutions to blockchain-based cryptocurrency, the field has become comprehensive, creating new possibilities and challenges for multiple industries. The proposed systematic literature review aims to study the evolution, current trends, and impacts, including drivers and constraints, of fintech during the last decade. Integration of available research articles, empirical data, and expert insights will create a holistic understanding of the developments in the fintech market. FinTech is the convergence of finance and technology that capitalizes on inventive solutions to revolutionize financial services, increase productivity, and democratize financial goods and services access. FinTech includes a wide range of technologies and applications in different sectors, including banking, insurance, investment management, and payments, which redefines conventional financial services. Starting from mobile banking and digital payment, solutions to blockchain cryptocurrencies and robo-advisors, these innovations alter how we save, invest, borrow, and buy.

Secondly, another major force contributing to the fintech sector's growth is developing market consumers' growing appetite for affordable, accessible, and bespoke financial products. As smartphones and the internet have penetrated even some of the most remote backwaters of the planet, consumers have clamored for more affordable and convenient alternatives to conventional banking and finance. In addition, fintech has offered the so-called unbanked and underserved populations a link to services that seemed out of reach. People in isolated and low-income areas may now partake in the world's financial system using mobile banking, digital payments, remittances, credit, and better financial planning.

The fintech revolution has also triggered greater innovation and competition in the financial sector; for that reason, traditional financial organizations were forced to invest in digital transformation and fintech solutions. Major banks and financial companies are making collaboration deals with young fintech enterprises, investing in cutting-edge technology, and updating their digital capabilities to match the changing demands of consumers in the digital era. Fintech is not solely redefining consumer finance; it is also transforming small businesses in how they handle their finance, improve productivity, and acquire funding. Automated accounting software and digital invoicing applications to peer-to-peer lending and crowdfunding platforms: fintech advancements enable entrepreneurs and businesses of all sizes to grow in the digital, connected world.

### KEYS RISK IN FINTECH DEVELOPMENT

- **Regulatory Compliance:** The fintech industry is susceptible to policies they operate under, and adjustments might have significant effects. Compliance may result in fines, sanctions, inflict remedies, or various professional or criminal prescription against the members of employees of gent agreespector.
- **Operational Risks:** Personnel Fintech organizations depend almost exclusively on technology and other frameworks. Interruptions or irregularities in our, third-party suppliers, suppliers, providers, or other reliant technologies might result in operation halts and pecuniary injury.
- **Liquidity Risk:** Fintech firms can have difficulty managing liquidity, particularly due to high growth rates or fluctuations, such as those caused by economic downturns. Insufficient liquidity can result in an inability to pay or invest in opportunities which may lead to the collapse of a company.
- **Credit Risk:** They are also exposed to the credit risk, which includes the risk of the borrower's failure to repay. Firms need to have robust risk assessment and management systems to be able to counter it.

### REVIEW OF LITERATURE

- 1 **Abey Tarawneh, Aisyah Abdul – Rahman (2024)**, According to the paper, "Financial technology revolution or Fintech, broadly understood as technology-driven financial innovation, has stimulated significant economic growth in many countries. A technology innovation that has continually grown in recent years with identified, incredible rates of uptake is Fintech. Some regions of the world have been principal beneficiaries of Fintech. For instance, in the United States and China, Fintech has witnessed considerable growth. Bank and country-level fintech measures and a wide range of profitability determinants including bank-specific and country-specific variables. We present a Table recommending the Theories, Constructs, Contexts, and Methods model for future research direction. Our knowledge has crucial implications for the development of theory and practice and provides a comprehensive

understanding of the relationship between fintech and bank profitability to relevant stakeholders including academics, banking industry practitioners, and policymakers.”

- 2 **Chen Huan (2024)**, According to the paper, “The new possibilities related to the financial reform of the financial system appear and question whether Fintech can mean performance for corporate innovation. To answer this question, this study employs the data set of A-share listed firms in the Shanghai and Shenzhen markets of China from 2011 through 2017 and a prefecture cities level Fintech development index based on the data acquired from The Peking University Digital Financial Inclusion of China to investigate Fintech’s impact on innovation performance. The result concludes that Fintech development contributes to the enhanced performance of companies in terms of innovation by releasing the constraints of corporate finance. On the one hand, the present findings could help policy makers identify the outstanding enterprises early and reduce financial barriers for their listing which has a positive influence on their independent innovation capacity.”
- 3 **Gowtham Ramkumar (2023)**, According to the paper, “India is the second-most populous country in the world, and its economy is expanding rapidly. Its residents are knowledgeable about technology and use digital technology frequently. The Indian government has implemented numerous digital transactions and financial services technology programs. The authority’s software has stoked the flames of fintech development. The term fintech refers to technology’s impact on the financial sector. India’s fintech ecosystem is highly varied, including start-ups, technology firms, banks, and non-banking financial companies (NBFCs). Still, fintech companies in India face some challenges, such as difficulties in accessing capital, regulatory barriers, and competition from existing players. The goal of this chapter proposal is to present a brief literature review on the evolution of fintech in India.”
- 4 **E. Firmansyah, Budi Harsanto (2022)**, According to the paper, “The progress of both technological progress and fintech itself gave rise to the number of Islamic financial technology study. This work attempts to conduct a review of the published study on Islamic fintech available in the journal of indexed by Scopus and Web of Science. From the framework developed in this work, we observed five elements of the entire papers observed. For Islamic fintech researcher, one of the elements discussed most is the customer. As Islamic fintech is recently developing, there is no non-study that discusses operation in our observed document. This statement is one of the things to be studied following the dynamic of the runs-operating aspect. This work is a contribution to available literature since it seeks to provide a brief overview of current research.”

## OBJECTIVES OF THE RESEARCH

- To identify and systematize the objectives, which are more or less commonly followed during the fintech development.
- To define each objective in vendor detail and mark its order of importance.
- To research the differences in the pursued objectives amidst different sectors of fintech development like payments, lending, insurance et cetera.
- To determine if there had been any trends recently or over the course of the fintech development.

## SCOPE OF THE STUDY

- **Technological innovations:** It consider different technologies underpinning fintech, including blockchain, artificial intelligence, machine learning, big data analytics, and biometrics. Also, you might want to consider use cases of these technologies within payments, lending, wealth management, insurance, and compliance, to name a few.

- **Market landscape:** The global fintech market, its size, growth dynamic, key market players, and geographical presence. You also have to address emerging trends in the industry, hotspots of innovation and disruption.
- **Regulatory environment:** This is the second biggest concern for financial institutions, ranking just behind cybersecurity, as we will discuss further. Probably the best approach to address it would be to assess regulatory setting for fintech at the national level and then do the same exercise on the international level.
- **Risks and challenges:** The fintech penetration that comprises cybersecurity, data privacy, algorithmic biases, and regulatory problems. Additionally, outline possible solutions to those and how to develop the trust in fintech services offered.
- **Future trends:** Some critical perspectives on future fintech developments might be shared. These include new fintech technologies, business models, market development, and the regulatory environment. Such trends predict the potential fintech future models and the way it may affect different stakeholders.

## RESEARCH METHODOLOGY

- 1 **Data Extraction:** Develop a structured data extraction form to facilitate the extraction of relevant details from the chosen studies. It should capture such aspects as the nature of the study, sample characteristics, the main findings, and the implications for the development of fintech.
- 2 **Quality Assessment:** Evaluate the quality of the included studies to understand the reliability of their methodology and the extent of potential bias. You may need to use validated quality assessment tools or appropriate criteria based on the studies' design.
- 3 **Data Synthesis:** Synthesize the extracted data to uncover the common themes, emerging trends, or patterns in the development of fintech discussed in the covered studies. The synthesis could be qualitative, a quantitative meta-analysis if applicable, or both.

## TYPES OF DATA COLLECTION

### PRIMARY DATA:

Primary data are those which were collected a fresh & for the first time and thus happen to be original in character.

- Questionnaire

### SECONDARY DATA:

Secondary data is collected from previous research and literature to fill in the respective project. The secondary data was collected through:

- Articles

➤ Websites

➤ Books

### **SAMPLE SIZE: 57 (Customers)**

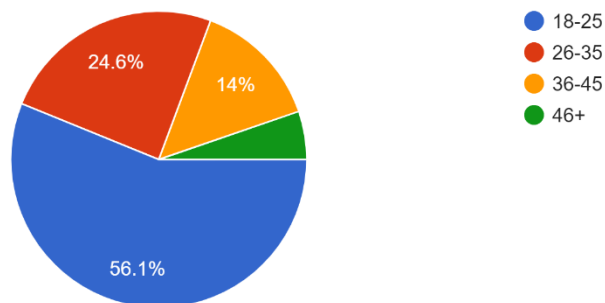
Analysis Technique: Random Sampling and Questionnaire technique selected by researcher to collect the data from the respondent.

## **DATA ANALYSIS & INTERPRETATION**

➤ Age

Age

57 responses



Response	Frequency	Percentage
18-25	32	56.1%
26-35	14	24.6%
36-45	8	14%
46+	3	5.3%
Total	57	100%

### **Data analysis:**

From the above graph and table, it is observed that out of 57 responses, 32 respondent is from 18-25 age group with 56.1%, 14 respondents are from 26-35 age group with 24.6%, 8 respondents are from 36-45 age group with 14%, 3 respondent is from 46+ age group with 5.3%.

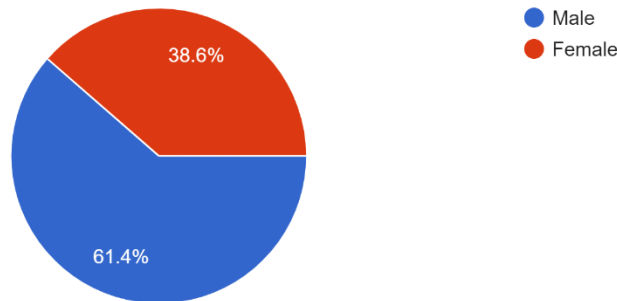
### **Interpretation:**

It is observed the most of the respondents are in the age group of 18-25 YEAR and the last number of respondents belong to the age group of 45 YEARS.

➤ Gender

**Gender**

57 responses



Response	Frequency	Percentage
Male	35	61.4%
Female	22	38.6%
Total	57	100%

**Data analysis:**

From the above graph and table, it is observed that out of 57 responses, 35 respondent is from male group with 61.4%, 22 respondent is from female group with 38.6%.

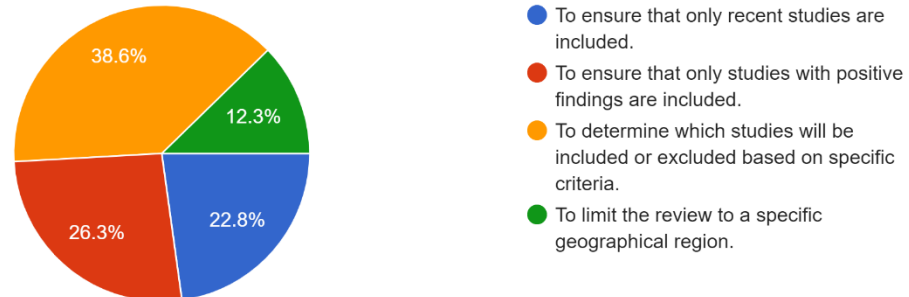
**Interpretation:**

It is observed the most of the respondents are in the male group and the last number of respondents belong to the female group.

➤ Inclusion and Exclusion criteria in a systematic review:

What is the purpose of defining inclusion and exclusion criteria in a systematic review?

57 responses



Response	Frequency	Percentage
Recent Studies are included	13	22.8%
Studies with positive finding	15	26.3%
Included or Excluded based	22	38.6%
Specific Geographical region	7	12.3%
Total	57	100%

### Data analysis:

From the above graph and table, it is observed that out of 57 responses, 13 respondent is from to ensure that only recent studies are included with 22.8%, 15 respondents are from to ensure that only studies with positive findings are included with 26.3%, 22 respondents are from to determine which studies will be included or excluded based on specific criteria with 38.6%, 7 respondent is from to limit the review to a specific geographical region with 12.3%.

### Interpretation:

It is observed the most of the respondents are from to determine which studies will be included or excluded based on specific criteria and the last number of respondents are from to limit the review to a specific geographical region.

➤ Purpose of quality assessment in a systematic review:

What is the purpose of quality assessment in a systematic review?

57 responses



Response	Frequency	Percentage
Study based popularity	18	31.6%
Credibility of the authors	14	24.6%
Assess the methodology	19	33.3%
Determine the length	6	10.5%
Total	57	100%

### Data analysis:

From the above graph and table, it is observed that out of 57 responses, 18 respondent is from to rank studies based on their popularity with 31.6%, 14 respondents are from to evaluate the credibility of the authors with 24.6%, 19 respondents are from to assess the rigor of the research methodology with 33.3%, 6 respondent is from to determine the length of time since publication with 10.5%.

### Interpretation:

It is observed the most of the respondents are from to assess the rigor of the research methodology and the last number of respondents are from to determine the length of time since publication.

➤ Purpose of synthesizing findings in a systematic review:



What is the main purpose of synthesizing findings in a systematic review?

57 responses



Response	Frequency	Percentage
Themes and Patterns	9	15.8%
Excluded review	13	22.8%
Literature process	19	33.3%
Quality of included	16	28.1%
Total	57	100%

### **Data analysis:**

From the above graph and table, it is observed that out of 57 responses, 9 respondent is from to identify common themes and patterns within the literature with 15.8%, 13 respondents are from to determine which studies should be excluded from the review with 22.8%, 13 respondents are from to summarize the literature search process with 33.3%, 16 respondent is from to assess the quality of the included studies with 28.1%.

### **Interpretation:**

It is observed the most of the respondents are from to summarize the literature search process and the last number of respondents are from to identify common themes and patterns within the literature.

➤ Primary goal of a systematic review of fintech development:

What is the primary goal of a systematic review of fintech development?

57 responses



Response	Frequency	Percentage
Specific fintech product	12	21.1%
Comprehensive Analysis	24	42.1%
Publicity	11	19.3%
Rank companies base	10	17.5%
Total	57	100%

### **Data analysis:**

From the above graph and table, it is observed that out of 57 responses, 12 respondent is from to promote a specific fintech product with 21.1%, 24 respondents are from to provide a comprehensive analysis of all available literature on fintech with 42.1%, 11 respondents are from to generate publicity for fintech startups with 19.3%, 10 respondent is from to rank fintech companies based on their market share with 17.5%.

### **Interpretation:**

It is observed the most of the respondents are from to provide a comprehensive analysis of all available literature on fintech and the last number of respondents are from to rank fintech companies based on their market share.

### **LIMITATION OF RESEARCH**

The study was carried out within the stated parameters. The research was limited.

- This means that there may be regulatory issues that fintech companies need to navigate, which can be time-consuming and costly.
- Their systems are compromised, it could result in fraudulent activity.

## CONCLUSION

The fintech evolution is a revolutionary *modus operandi* that revolutionizes the financial services sector. Fintech innovations and technologies facilitate ease of access to financial services and products, redefined the nature of banking and investment operations, and promoted financial inclusivity across the globe. In contrast, some barriers, including regulatory standards, cybersecurity threats, and ethical dilemmas, complicate the fintech adoption process. In the future, the collaboration of financial institutions, regulatory agencies, and start-ups in fintech development will enable them to overcome such irritants and achieve the full potential to generate economic and social benefits. Moreover, all stakeholders will encourage responsible innovation drivers to promote the fair distribution of technological advancements and mitigate the potential risks at the same time.

## BIBLIOGRAPHY

1. Adey Tarawneh, Aisyah Abdul-Rahman, Syajarul Imna Mohd Amin, Mohd Fahmi Ghazali (2024). A Systematic Review of Fintech and Banking Profitability, <https://www.mdpi.com/2227-7072/12/1/3>.
2. Chen Huan (2024). Fintech Development and Corporate Innovation, [https://www.researchgate.net/publication/378509277\\_Fintech\\_Development\\_and\\_Corporate\\_Innovation](https://www.researchgate.net/publication/378509277_Fintech_Development_and_Corporate_Innovation).
3. Gowtham Ramkumar (2023). FinTech in India: A Systematic Literature Review, [https://www.researchgate.net/publication/373947980\\_FinTech\\_in\\_India\\_A\\_Systematic\\_Literature\\_Review](https://www.researchgate.net/publication/373947980_FinTech_in_India_A_Systematic_Literature_Review).
4. E. Firmansyah, Budi Harsanto (2022). Fintech Research: Systematic Review using Mainstream Databases, <https://elicit.com/notebook/5643c45c-3cab-4ebd-99eb-6be2f37b60cd#17cfe0db5ab1a7d5f3c3ffef3e990ea9>.