



SHRI NEHRU MAHA VIDYALAYA COLLEGE OF ARTS AND SCIENCE (SNMV)

(Affiliated to Bharathiar University, Coimbatore, Re-accredited with "A+" Grade by NAAC)
Shri Gambhirmal Bafna Nagar, Malumachampatti, Coimbatore - 641 050. Tamil Nadu, India.



National Seminar Proceedings on Digital Transformation in Financial Services: Today and Tomorrow

14 March, 2025

Sponsored by
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH, NEW DELHI



Editor-in-Chief
Dr.A.Gurunathan

Organized by
PG and Research Department of Commerce
Shri Nehru Maha Vidyalaya College of Arts and Science
Coimbatore -641050, Tamil Nadu, India

Edition: First

Volume: II

Year: 2025

ISBN: 978-81-986630-0-9

All Rights Reserved: No part of this publication can be stored in any retrieval system or reproduced in any form or by any means without the prior written permission of the publisher.

© Publisher

Publisher



(International Publisher)

Kanyakumari, Chennai, Australia.

Phone: +91 6384730258

E-Mail: editor@multispectrum.org

www.multispectrum.org

CONTENTS

S. No.	Title & Author	Page Number
1	Digital Transformation in Investment Companies – Current Scenario <i>Dr. S. Yogananth & Mr.P.Balamurugan</i>	1-5
2	Digital Finance and Startup Ecosystem: A Paradigm Shift in Funding Models <i>Mr. Sunil Pradeep S & Dr. T. Nagaprakash</i>	6-15
3	Insights of Digital Finance and its Challenges in the Financial Ecosystem <i>Mr Rajagopalan S</i>	16-22
4	The Role of Digital Transformation in Improving Employee Performance in it Companies. <i>Dr. P. Sangeetha</i>	23-32
5	Navigating Digital Transformation: Challenges, Opportunities, and Strategies in Financial Services <i>Dr. Nidhi Gupta</i>	33-38
6	Strategies of Women Small Business Proprietors to Overcome Entrepreneurship Barriers <i>S.Pavithra & Dr.R.Bhuvaneswaran</i>	39-45
7	Workforce Transformation: Upskilling employees for a digital-first environment <i>Syed. Nafisa Parveen</i>	46-57
8	Robotic Process Automation (RPA): A Comprehensive Explanation <i>R Vignesh</i>	58-64
9	Understanding the Fundamentals of Digital Transformation in Financial Services: Drivers and Strategic Insights <i>Dr.T.Kiruthika</i>	65-70

**INSIGHTS OF DIGITAL FINANCE AND ITS CHALLENGES IN THE FINACIAL
ECOSYSTEM**

Mr Rajagopalan S

Assistant Professor, Department of B.Com (CA),

Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi.

ABSTRACT

Digital finance is rapidly transforming the financial ecosystem, bringing both opportunities and challenges. The integration of technologies such as artificial intelligence, blockchain, and cloud computing is revolutionizing traditional financial processes, creating efficiencies, improving customer experiences, and enhancing security. However, this transformation also introduces new challenges, including cybersecurity risks, regulatory concerns, and the need for digital literacy among stakeholders. In the context of India, digital finance has significantly impacted financial inclusion, economic growth, and regulatory challenges. The rapid progress of the digital revolution has driven innovation across sectors, including banking and financial services. Digital finance mechanisms have heightened efficiency and inclusivity in financial transactions, leading to a transformative surge in financial literacy, accessibility, and market participation. Overall, digital finance holds the potential to create a more efficient, inclusive, and resilient financial ecosystem, but it also requires addressing the associated challenges to fully realize its benefits.

KEYWORDS: Traditional Finance, Digital Finance, Cybercrime, Challenges of Financial Services, Digital Financial Services.

INTRODUCTION

Digital finance means the idea that individuals and companies can have access to payments, savings, and credit products without ever stepping into a bank branch. Digital finance is the access and usage of formal financial services by excluded populations. Such services should cater to customers' needs. It should also be affordable to customers and sustainable for providers. But expanding access to finance remains a challenge. The use of digital finance is extending beyond the usual financial services. Digital finance is at the forefront of transforming the traditional financial landscape by integrating cutting-edge technologies such as artificial intelligence, blockchain, and cloud computing. These advancements are streamlining financial processes, enhancing customer experiences, and providing robust security measures. However, the transition to digital finance also poses challenges like cybersecurity threats, regulatory hurdles, and the need for digital literacy among stakeholders. India has witnessed significant growth in digital finance, promoting financial inclusion and economic development. The adoption of digital finance mechanisms has improved efficiency, accessibility, and market participation, contributing to a more inclusive financial ecosystem. Despite these benefits, addressing the associated challenges is crucial to unlocking the full potential of digital finance.

FEATURES OF DIGITAL FINANCE

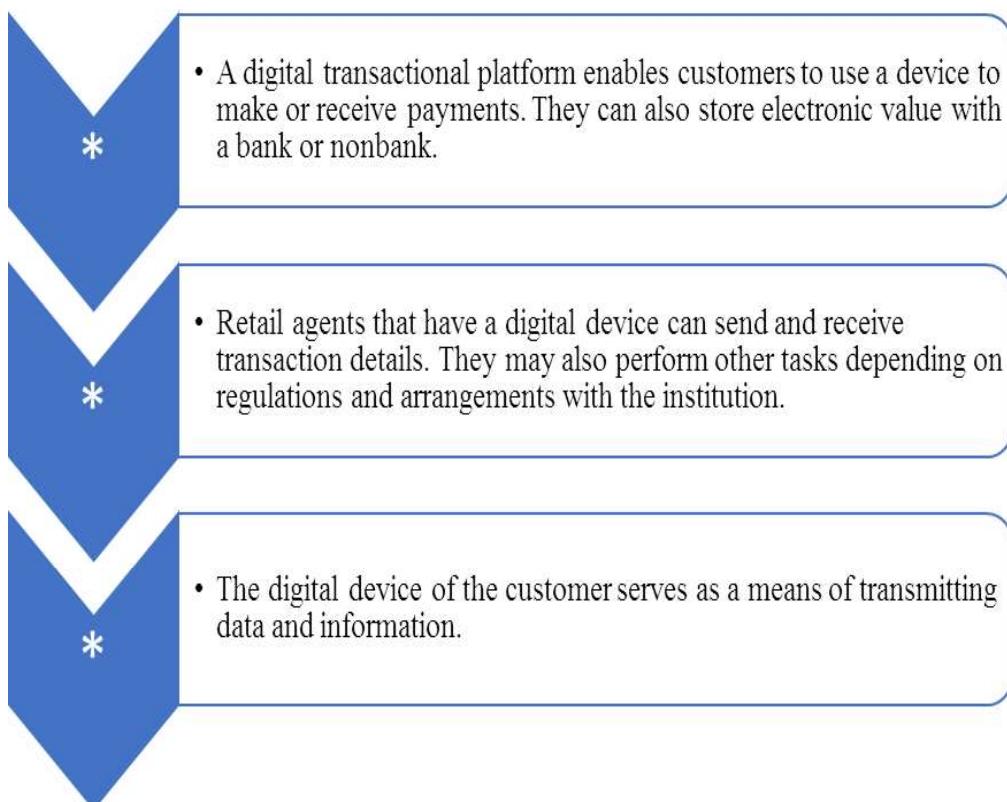
- ❖ The digitization helps amplifies business issues and shifts value propositions within and across industries.

NATIONAL SEMINAR PROCEEDINGS ON DIGITAL TRANSFORMATION IN FINANCIAL SERVICES: TODAY AND TOMORROW

- ❖ It can turn a smartphone into a wallet, a cheque book, a bank branch, and even an accounting ledger.
- ❖ The advances in technology help solve some of the key challenges of achieving full financial inclusion.
- ❖ Modern technology is now accelerating innovation and changing the financial services industry.
- ❖ It does this by forcing traditional business models to adapt and transform. This benefits marginalized communities.
- ❖ To illustrate, examples of technology trends include artificial intelligence, automation, big data, distributed ledger technology, and machine learning.
- ❖ It lowers the cost of providing financial services.
- ❖ This makes it profitable to provide accounts for lower-income people and the long-held goal of financial inclusion is for individuals.
- ❖ The digitization of finance also has an important role to play for small businesses.
- ❖ It not only gives them access to financing but also gives them access to electronic payment systems.
- ❖ It secures financial products and gives a chance to build a financial history.
- ❖ The digitization of business is changing existing industries and creating new ones.

KEY ELEMENTS OF DIGITAL FINANCE

There are three major elements of any digital financial service:



NATIONAL SEMINAR PROCEEDINGS ON DIGITAL TRANSFORMATION IN FINANCIAL SERVICES: TODAY AND TOMORROW

An example of Digital Finance is Enterprise Resource Planning (ERP). ERP is the integrated management of business processes. It is often in real-time and mediated by software.

NEEDS OF DIGITAL FINANCE

Following are the needs of Digital finance.

- ❖ All the companies compete globally. In order to meet global competition, the digitalized finance is required.
- ❖ The world has become global village so that the transaction can happen across the borders. So, it is done with the help of digital finance.
- ❖ Digital finance offers the services 24/7 in a secured way. So, the users believe that their money is safe and secured.
- ❖ Traditional banking consumes the time of the customers. The world is revolving so fast. So, customers seek fast and quick services which are offered by digitalized finance.

TRADITIONAL FINANCE VS. DIGITAL FINANCE

Basis of Difference	Traditional Finance	Digital Finance
Approach	Its approach is usually transaction-centric based on the volume or quantum of transactions.	It is always customer-centric as it understands the array of products and services for each customer.
Data Focus	Its focus is on Data gathering that deals only with collection of customers details	Its focus is on Data driven services that the system itself processes the request of customers and complete service.
Reporting	Reporting is done by people batch wise or transactions wise.	Reporting is done by systems as Embedded intelligence.
Budgeting	Budgeting and cost allocation are part of manual spreadsheets and records	Integrated Enterprise Planning itself prepares budgets and allocates to cost.
Forecasting	There are only limited tools and capabilities for forecasting future demands & requirements.	With the help of Advance Scenario Modelling, the forecasting is unlimited, fast and accurate.
System	It uses the system and resources on premises.	It makes use of the cloud technology and resources for data storage and processing.

DIGITAL FINANCIAL SERVICES (DFS)

“The broad range of financial services accessed and delivered through digital channels, including payments, credit, savings, remittances and insurance. The digital financial services (DFS) concept includes mobile financial services (MFS).” The term “digital channels” refers to the internet, mobile phones (both smartphones and digital feature phones), ATMs, POS terminals, NFC-enabled devices, chips, electronically enabled cards, biometric devices, tablets, phablets and any other digital system. DFS models usually employ agents and the networks of other third-party intermediaries to improve accessibility and lower the overall service delivery cost. Digital Financial Services (DFS) include a broad range of financial services accessed and delivered through digital channels, including payments, credit, savings, remittances and insurance.—Digital channels refers to the internet, mobile phones, ATMs, POS terminals etc.—DFS concept includes mobile financial services (MFS). MFS is the use of a mobile phone to access financial services and execute financial transactions.—Includes both transactional services and non-transactional services—MFS include M-Banking, M-payments, M-money. M-Money is a mobile based service facilitating electronic transfers and other transactional and non-transactional services using mobile networks. M-Banking is the use of a mobile phone to access banking services and execute financial transactions.—Often used to refer only to customers with bank accounts.

NEEDS/REQUIREMENTS OF DFS

- Reach larger audience of customers untapped by the existing banking infrastructure.
- Increases financial inclusion.
- Increase efficiency of delivery.
- Improve quality of service.
- Revenue growth
 - Reaching new market segments
 - Offering new products and services enabled by technology.
- Cost reduction to companies and customers
 - Operational cost by reducing branch costs
 - Reducing transactional costs



CHALLENGES OF THE FINANCIAL SERVICES INDUSTRY

The financial services industry encompasses several businesses that are engaged in managing money. This sector plays a vital intermediary role in the world's economy. Over the past several years, the financial services industry has evolved through a series of digital transformation. These developments have prompted the industry to become more customer-centric. Financial services companies are no longer just competing with other financial firms for consumers' attention and loyalty. Rather, companies in the financial services industry are now forced to compete with anyone who's offering a positive experience, including consumer and technology brands. As modern companies in the global financial services industry are more inclined to use technology in order to engage their customers on a deeper level, they are expected to create better relationships and provide more value.

1. Cybercrime in Finance

Security risks top the list of concerns that top financial services companies are facing right now. Companies in this sector often mull over the security of their customers' assets and data. They often find them questioning the security measures protecting their own IP. Today, the pace at which hackers are finding ways to infiltrate technology demands financial services companies to be on their toes when it comes to data security. It is vital for companies to stay up-to-date with the developing technology and share information among peers which promotes shared insights to enhance security across the company.

2. Regulatory Compliance in Finance

As regulatory fees have increased dramatically relative to earnings and credit losses since the financial crisis, regulatory compliance has become one of the most significant concerns of companies in the financial services industry. Due to the severe consequences faced by non-compliance, keeping up with the regulatory changes and implementing the necessary controls to satisfy those requirements has resulted in increased cost and risk for companies in this sector. It is inevitable for companies in the financial services industry to invest in technology that collects and mines data, performs in-depth data analysis, and provides insightful reporting.

3. Fintech Disruption

The digital revolution is transforming the behaviour of customers when they access financial products and services. It's known that the sector has experienced a certain degree of change in recent years, but the constant penetration of technology-driven applications in nearly every segment of financial services is something new. At the intersection of finance and technology lies this amazing phenomenon, which has been accelerating the pace of change at a remarkable rate and is reshaping the industry's status quo, called FinTech. FinTech has evolved as one of the most innovative and cost-effective disruptive technologies. Early adaptation of FinTech solutions has enabled several start-ups, financial service providers and other diverse sectors to achieve an accelerated pace of growth.

4. AI Use in Finance

Many companies have already started implementing intelligent solutions such as advanced analytics, process automation, robo advisors, and self-learning programs. But a lot more is yet to come as technologies evolve, democratize, and are put to innovative uses. To

NATIONAL SEMINAR PROCEEDINGS ON DIGITAL TRANSFORMATION IN FINANCIAL SERVICES: TODAY AND TOMORROW

effectively capitalize on the advantages offered by AI, companies may need to fundamentally reconsider how humans and machines interact within their organizations as well as externally with their value chain partners and customers

SECURITY ISSUES

While fintech has grown rapidly and offers several advantages such as substantial reduction in costs, improved customer retention and differentiation of financial institutions from the competition, it presents its fair share of threats and uncertainties. Security and privacy are top threats to the rise of fintech. The subsequent sections of the paper discuss the emerging security and privacy risks in the fintech space. The financial services sector handles sensitive information about individuals and enterprises. With the emergence of fintech, more data is now available in digital formats, which makes it easier to analyse and generate insights but also makes the data more susceptible to security breaches. As more services go online, data ubiquity, and consequently data security, are proving to be a major challenge for fintech. As the penetration of online and phone banking services increases, enterprises are able to gather tremendous amounts of data about customers and visitors, which is analysed to generate insights into customer buying patterns and acquisition and retention strategies. Some of this data also includes personally identifiable information and financial and health information. Protecting this data and providing it to customers and third parties in a secure manner and when required are a challenge for the industry. Embedding security as part of the initial design phase by identifying business use cases and developing threat models and associated controls is one possible method to ensure the development of secure technologies. This would be important given the start-up nature of the fintech world and hence the risk of insecure coding practices being adopted in pockets.

CONCLUSION

Digital finance has undoubtedly revolutionized the financial ecosystem, offering unprecedented opportunities for efficiency, inclusivity, and security. The integration of advanced technologies such as artificial intelligence, blockchain, and cloud computing has streamlined processes, enhanced customer experiences, and fortified financial systems against threats. However, these innovations also come with challenges that need to be addressed to fully harness their potential. Key challenges include cybersecurity risks, regulatory compliance, and the need for digital literacy among stakeholders. In the context of India, digital finance has significantly contributed to financial inclusion and economic growth but has also highlighted the importance of addressing regulatory concerns and ensuring that all stakeholders can effectively utilize digital financial tools. In conclusion, while digital finance holds the promise of a more efficient, inclusive, and resilient financial system, it requires a balanced approach to manage the associated challenges. By addressing these issues, the financial ecosystem can fully leverage the benefits of digital finance and continue to innovate and grow.

**NATIONAL SEMINAR PROCEEDINGS ON DIGITAL TRANSFORMATION IN
FINANCIAL SERVICES: TODAY AND TOMORROW**

REFERENCES

1. <https://www.outlookindia.com/xhub/blockchain-insights/the-evolution-of-digital-money-how-cryptocurrencies-are-reshaping-finance>.
2. <https://www.outlookindia.com/xhub/blockchain-insights/the-role-of-cryptocurrencies-in-financial-inclusion-a-new-era-for-the-unbanked>.
3. <https://www.npci.org.in/PDF/npci/knowledge-center/partner-whitepapers/The-Rise-and-Evolution-of-India's-Digital-Finance.pdf>.
4. <https://securityboulevard.com/2025/02/biggest-challenges-in-developing-fintech-apps-how-to-overcome-them/>.
5. <https://evnedev.com/blog/development/10-major-challenges-in-fintech-industry/>