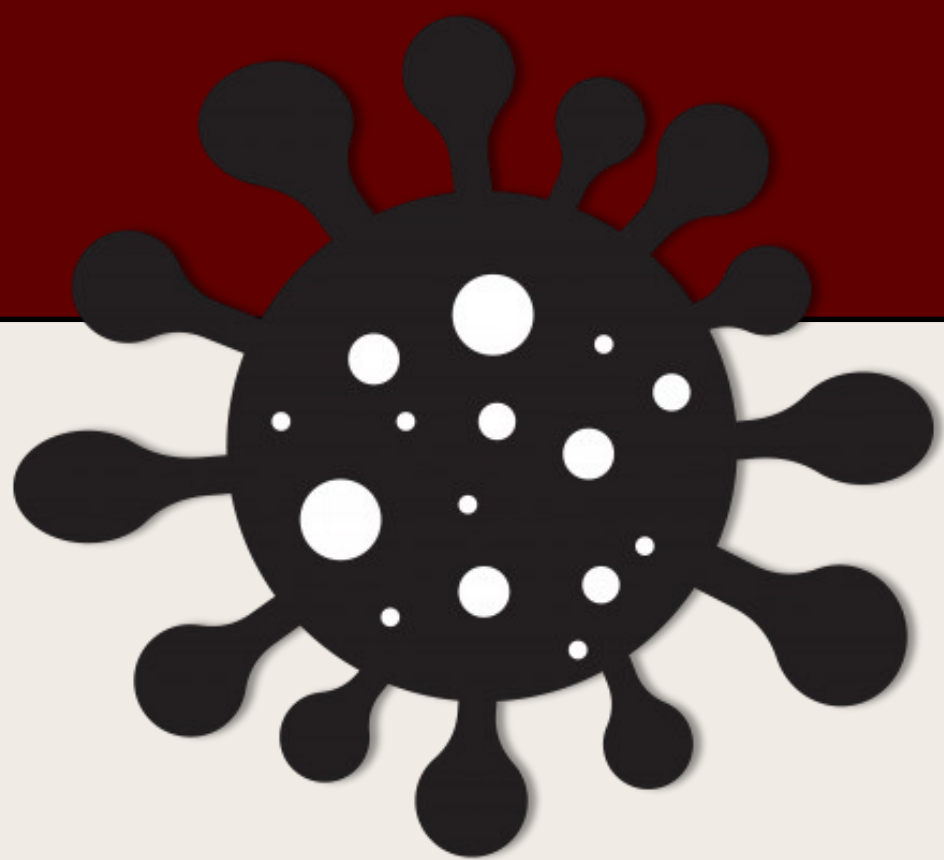


THE COVID-19 PANDEMIC'S IMPACT ON MARKET FINTECH

The emerging fintech, like other sectors of the global economy, has undoubtedly seen waves of changes under the impact of the global outbreak, but the extend to which fintech has been influenced is still questionable.



Background

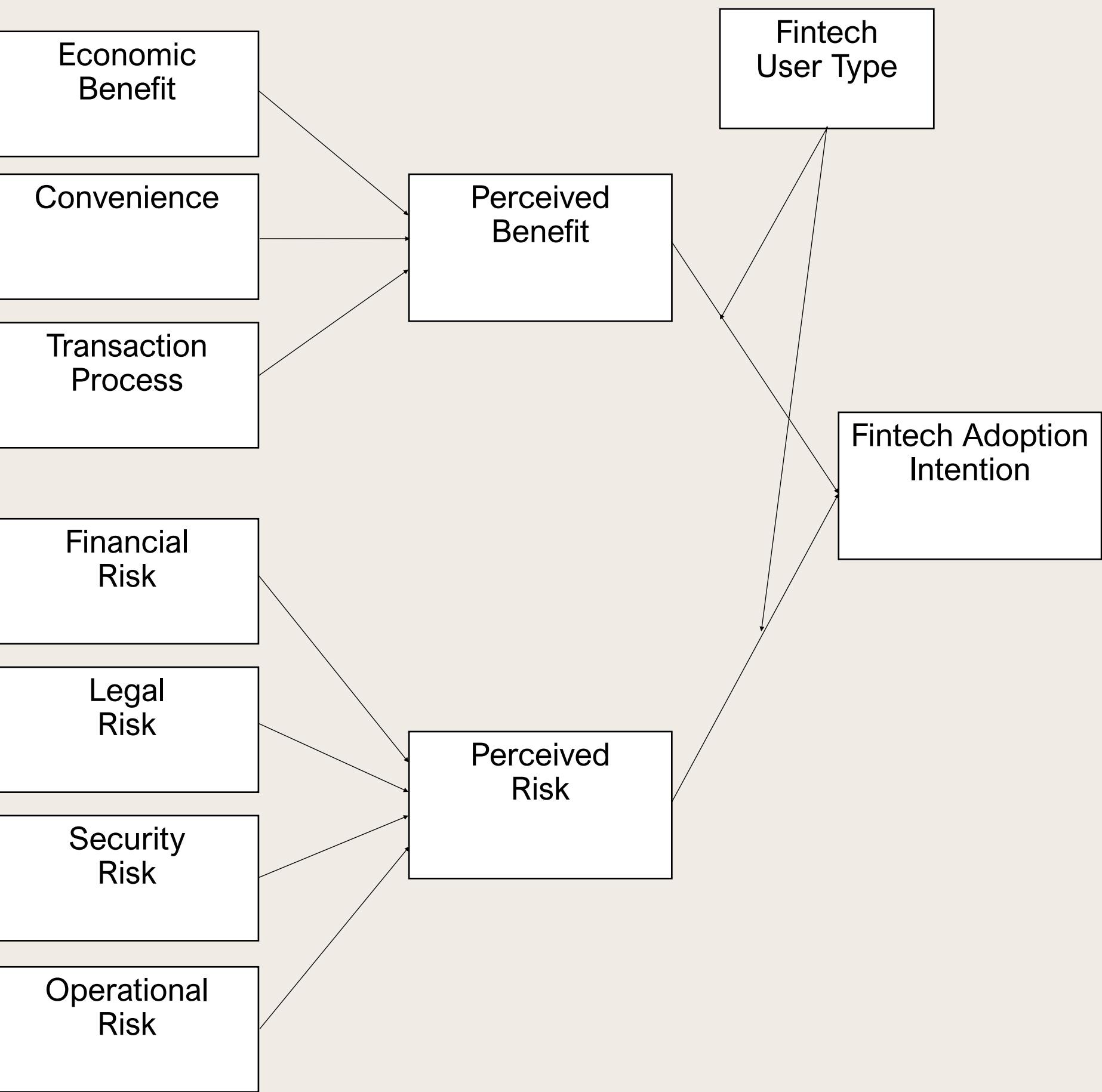
COVID-19 and its relationship with the emerging fintech has undoubtedly attracted great interest of many researchers. Considering that the outbreak has only emerged fairly recently, there are limited studies on the topic, leaving great gaps of knowledge to fill in. Meanwhile, the majority of work that has been published would focus on the end users of the sector, overlooking another group of its financial customers: the SMEs. On the other hand, some reports confirmed that the pandemic accelerated the sector's rise without taking into account its increasing popularity during the pre-pandemic period.

Why study them?

Insights from the research findings can help academic researchers examine and discover complex human thoughts and attitudes in the context of pandemic, and their trend of response in using technologies in such circumstances. SMEs may gain a better understanding of fintech market and its development trends to develop long term management strategies. The research findings will also reveal lessons from their counterparts who have adopted or intend to adopt fintech in a market which is gradually familiar with the context of the post-pandemic era.

Main question

To what extent COVID-19 pandemic has affected fintech.



The Benefit and Risk Framework of Fintech Adoption (Ryu, 2018)

Method

The Benefit and Risk Framework of Fintech Adoption Framework, taking into consideration perceived risks and perceived benefits to determine the attitudes and intention to adopt fintech, will be used to explain the findings resulted from the three stages of research:

Stage 1: Thematic analysis on media content is employed to provide the background, inference and prediction of fintech market before and after the pandemic.

Stage 2: How fintech might have performed if the pandemic did not exist will be evaluated using counterfactual analysis. Due to the research limit, cryptocurrencies are chosen as the fintech actors for the research.

Stage 3: A case study using semi-structured interview will be conducted to gain in-depth understandings of SMEs toward fintech adoption under the influence of COVID-19.

Acknowledgement

Chau Nguyen is supported by the Destination Australia Scholarship through Federation University Australia