



<input checked="" type="checkbox"/>	Master's thesis
<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	International Business	Date	15.09.2008
Author(s)	Agbor Tayoung Tabi	Student number	
		Number of pages	89
Title	Adoption of Innovative Financial Technologies by Commercial Banks		
Supervisor(s)	D.Sc (Econ.) Birgitta Sandberg, M.Sc Taina Paju		

Abstract

The banking industry plays a central role in today's business environment, and thus a lot of attention has been directed towards this sector. In recent years the banking industry has been going through turmoil (such as the subprime crisis) and thus plunged large economy's into dismay. Therefore this research attempts to look for some solutions that can make this once highly organized and profitable industry regain its pride of place through the adoption of technological financial innovations. However, banking industry cannot be accredited for the rapid adoption of new technologies. These novel technologies can be alternative sources of revenue (thus making banks rely less on traditional banking sources of revenue that are more dependent on net sources of revenue such as mortgages), and equally new technologies can serve as a tool for competitive advantage. Thus the purpose of this research is to answer the question on *which factors play a role in the adoption of innovative financial technologies at an early phase of the technological lifecycle by commercial banks*. To get an answer to this question, the research focuses on a three dimensional perspective approach translated into the following sub objectives:

- How the strategic motives of commercial banks trigger adoption of innovative financial technologies within their processes.
- How the characteristics of managers of commercial banks influence adoption decisions of innovative financial technologies.
- How the attributions of innovative financial technologies influence their adoption by banks.

This research harmonizes both selected literary reviews, and empirical data collected from a case study company to develop a model. The model is intended to *aid management in understanding how financial technological innovations can quickly be adopted at an earlier stage in the short lifecycle of technological innovations*. Thus, factors enhancing the adoption process should not be treated independently but rather dependently in order to achieve a quicker effect.

Key words	Adoption, financial-innovation, technology, commercial banks
Further information	