

A STUDY OF FINTECH AND ITS DISRUPTIVE IMPACTS ON TRADITIONAL BANKING

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ABSTRACT

The abstract on ‘fintech and its disruptive impact on traditional banking’ highlights the transformative influence of fintech on traditional banking models. fin tech enhances efficiency, reduces costs, and offers personalized services, challenging banks to innovate. key disruptive includes digital payments, peer-to-peer lending, and user-friendly investment platforms. traditional banks must adapt by embracing technology, improving customer experiences and potentially partnering with fin tech firms to remain competitive. This evolution presents both challenges and opportunities for the banking sector as it navigates a rapidly changing financial landscape shaped by technological advancements.

KEYWORDS: *Traditional Banking, Fin Tech, Reduces Costs, Investment.*

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