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ABSTRACT BOOK

**INTERNATIONAL CONFERENCE ON THE CONTEMPORARY ISSUES IN FINANCE, TRADE
AND MACROECONOMY
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April 4-5, 2020 | İstanbul - Turkey**

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TYOLOGY OF EMERGING BANKING SERVICE PROVIDERS IN THE FOURTH INDUSTRIAL REVOLUTION

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The Fourth industrial revolution and related technologies such as artificial intelligence, blockchain and deep learning, are deeply transforming all the industries, including the banking industry that is changing in its nature and organization. In particular, lower costs and reduced entry barriers due to these technologies allow the rise of new banking service providers with different configurations. Despite the relevance of the phenomenon, there is no consensus on definition and main characteristics of these emerging banking service providers. The paper aims to reconstruct, to classify and to analyze the topic, building up a typology of new banking service providers. Studies on the topic are identified through a review process on scientific and professional sources. The typology is then fine-tuned through focus group and in-depth interviews with expert of the banking industry. The results verify that there are five types of banking service providers (Beta Banks; Neobanks; Challenger Banks; Big Tech's Banks; Retailer's Banks) based on five dimensions (License; Actors; Approach; Banking Market Experience; Group Core Business). The theoretical contribution of the paper is double. From one side, it contributes to banking studies building-up a typology of emerging banking service providers that are little analyzed in academic literature. From the other side, the research implements the literature on Industry 4.0 expanding its focus of analysis from the manufacturing sector to the service industry. Finally, from a managerial point of view, the paper allows a better comprehension of competitors and new market opportunities in the banking industry. The originality of the paper is the wide and holistic approach used to analyze a nascent field that allows to open-up new lines for the academic research.

Key Words: Banking service providers; Industry 4.0; Banking Industry; Fin-Tech; Typology; Review.