

## **Book Review**

FinTech Revolution: Universal Inclusion in the New Financial Ecosystem, by Sofie Blakstad and Robert Allen, Cham, Switzerland: Springer, 2018, 406 pp.

Traditional financial theories and models are adapting due to changing macroeconomic environments, societal change and emerging financial technologies, especially in developing economies. In many economies, alternative financial services are proliferating to increase access to finance and reduce the need for conventional banks. The authors suggest a rethinking of supply and demand where financial products can no longer be seen in isolation from customer perception and global environment.

This book has six parts. The first part titled “The Un-bank” comprises “Front Matter”, “Ecosystem vs Ecosystem and Revolution vs Evolution”, “What’s the point of Banks?” and “The Death and Resurrection of Capital Markets”. After the global financial crisis in 2008, the government motivated financial competition to reduce the risk of the “too big to fail” paradigm which led to the financial crisis. As a result, conventional banks faced problems in adaptation and many alternative financial products and services gained popularity. In this part, the authors demonstrated the challenges of conventional banks to move into a new ecosystem.

The second part titled “Fintech for Financial Inclusion, What’s Going On” has four subsections titled “New Payments Landscape”, “Central Bank Digital Currencies and Cryptocurrencies”, “Shifting values in the Connected Economy”, and “Leapfrogging Banks in Emerging Markets”. In the changing economic world, payment using cash has transformed into alternate methods. The central bank which traditionally controlled the flow of money is now facing challenges due to evolving money which is affecting global connectedness. The authors elaborated how alternative financial providers are competing for conventional banks and serving the underserved population.

The third part titled “Fintech for Financial Inclusion, Building the Future” has six subsections which are, “Alternative Wealth: The Cow in Your Pocket”, “New Standard Models for Banking”, “The Money Revolution: Recycling Value to Drive Sustainability”, “Green Fintech”, SME Microfinance, Fractional Ownership and Crowdfunding” and “International Sustainable Investment”. The authors discussed the opportunities for the unbanked and emerging opportunities for small enterprises in the changing ecosystem. Technology is maturing and new financial models help achieve the UN’s Global Sustainable Development Goals through improved

traceability and reduced corruption. These new models can also help in serving the neediest communities of the world.

The fourth part is “Future Business, Services for the Ecosystem Economy: What’s Behind It?” having subsections “Services and Demand”, “Platform Consumers” and “Technology vs Solution”. The authors argued that consumer interactions with the products have changed because their perceptions have evolved through the globalisation of supply and emergence of technology. Changing customer behaviour has paved the way of FinTech. This part of the book also suggests that the organisations need to come up with innovative solutions to customer problems in order to sustain in a changing economic ecosystem.

The fifth part of the book is, “Future Business, Services for the Ecosystem Economy: What’s going on?” This part has five subsections titled “Career as Microservices-Reputation-Based Skill Validation”, “Plebocracy Bias”, “New Approaches to Identify and Authentication”, “Contextualised Trust Solutions” and “Service Consumers”. The authors identified challenges posed to governments and regulators due to the changing economic ecosystem and emerging technology which includes diminishing boundaries leading to the globalisation of products and services.

The sixth part of the book titled “Services for the Ecosystem Economy, Building the Future” has five subsections, namely “Service Alignment”, “Case Managed and Core Standardised Capabilities”, “Communities of Practice and Centres of Excellence”, “Service Architecture” and “Decision Architecture”. The authors discussed that organisations are providing products to customers for which they are already searching alternatives. The organisation needs to align its products according to the changing economic ecosystem for an inclusive global economy. The authors offered several examples for organisations and banks to follow so that they can align with the currents of the emerging economic ecosystem.

Overall, this book is useful for professionals, academicians and researchers to understand the changing environment for businesses. This book comprehends the struggle of traditional financial service companies to attract a vast customer base primarily in developing economies. The customers are mainly moving towards alternative services, which means that customers have access to financial services without ever needing a bank. Financial products offered by traditional financial service providers also need to be redesigned, reorganised and motivated so that they can participate in the global financial ecosystem.

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