



زانكۆی سه‌لاحه‌دین - هه‌ولێر
Salahaddin University _Erbil Iraq

“Revolutionizing Banking: A FinTech Analysis of [First Iraqi Bank] Transformative Journey

An applied study 2023-2024

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administration and economics/ University of Salahaddin-Erbil as a
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Abstract :

Needless to say that the financial technology or FinTech is useful for delivering financial services to the customers better and faster. It employs specialized software and algorithms that are used on computers and, increasingly, smart phones to assist enterprises, business owners, and the consumers in better managing their financial operations, processes, and the lives. Financial companies are dealing more now-a-days with this concept of FinTech due to its convenience and usefulness. Due to globalization, international transactions have substantially increased and customers are opting for more and more virtual transactions.

Key words: Employee behavior, banks, customer confidence, customer reaction.

Chapter one : introduction

1.1 Introduction

First Bank, also known as FIB, is a financial institution that has embraced fintech to enhance its services. The primary objective of fintech in the banking sector is to leverage technology to improve efficiency, customer experience, and financial innovation. In the private banking sector, fintech impacts operations by streamlining processes, offering personalized services, and enhancing security measures.

This integration of technology in banking not only optimizes operations but also transforms how private banking services are delivered and experienced by clients. Financial technology, often referred to as FinTech, is the technology and innovation that seeks to compete with traditional financial methods when providing financial services, whereas, it is considered an emerging industry that uses technology to improve financial activities. An example of this technology can be referred to the use of smartphones in banking services or what is known as cellular banks, as well as investment services via mobile phone, and Cryptocurrencies, which aims to make financial services accessible to the general public, Financial technology companies consist of emerging projects, financial institutions, and well-established technology companies that aim to either enhance or replace the use of financial services provided by existing financial companies. Many current financial institutions apply financial technology solutions and technologies to improve and develop their services, and to improve their competitive position, Therefore, we find that financial technology innovations work hard to improve the efficiency of the financial system for all public and private sectors as well as companies and consumers, which in turn makes financial technology more vulnerable to financial risks and losses. Policymakers, titles, and regulations work to protect all parties involved to promote financial innovation and encourage the development of these services

Financial technology (Fintech) has become a modern phenomenon. With the rise in technology and the need for convenience, these applications and programs have revolutionized both banking and personal businesses. Fintech is not new, but what has been discovered is the rise in cyber-attacks on Fintech companies in recent years. Although they have been around since the late 2000s, cyber-attacks on the financial technology industry have been spotted on the rise since 2017

-Al_Duhaidahawi et al., International Journal of Research in Business & Social Science 9(6)(2020) 123-133 Banking and fintech

1.2 Problem of the study

Some members of the financial services industry see the boom in FinTech as a threat to traditional banking industry. Others believe that FinTech has become a challenge that can be turned into an opportunity as it provides more flexibility, better functionality in some areas, and aggregation of services. The authors have studied the development of the financial innovation and technology market, assessed the existing practices applied in the field of FinTech, identified the main risks related to development of FinTech and financial innovations the banks are exposed to on the micro-and macrolevel. The paper provides recommendations for regulators and banks to ensure reduction of risks associated with development of FinTech. Analysis of FinTech market has shown growing competition, including from nonfinancial institutions. The paper provides practical recommendations to commercial banks for strengthening the position in financial innovations and controlling the risks associated with introduction of financial innovations.

-Banking and fintech : A challenge or opportunity?

Inna Romānova, Marina Kudinska

Contemporary issues in finance: Current challenges from across Europe 98, 21-35, 2016

1.3 Objectives:

1. Fintech Integration Assessment: Evaluate the extent and effectiveness of fintech integration within the First Iraqi Bank's private banking services.
2. Customer Impact Analysis: Investigate how fintech innovations influence the customer experience, including factors like service accessibility, personalization, and satisfaction.
3. Regulatory Compliance Study: Examine the First Iraqi Bank's adherence to local and international regulatory frameworks governing fintech in private banking.
4. Risk and Security Evaluation: Assess the robustness of security measures and risk management strategies in place, addressing potential vulnerabilities associated with fintech adoption.
5. Strategic Comparative Analysis: Compare the First Iraqi Bank's fintech strategies with global best practices, identifying areas of alignment and potential areas for improvement.

Scope:

The study will focus on the First Iraqi Bank's private banking sector, analyzing specific fintech applications, regulatory compliance frameworks, and risk management strategies. It will cover a specified time period and include both quantitative and qualitative data.

-World Bulletin of Management and Law (WBML) Available
Online at:

<https://www.scholarexpress.net>

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-Alluri Greeshmitha, Nama Krishna Gayathri, Pinnamaraju Pavan Varma
..., An Empirical Study on The Adoption of Fintech Services by Bank
Customers In India

ISSN: 2037-4445

Vol 14, No. 2 (2023)

Contribution to Existing Knowledge:

This research contributes by offering a detailed analysis of how the First Iraqi Bank navigates fintech innovations in its private banking services. The findings will provide valuable insights into the challenges and successes of fintech adoption in the Iraqi banking landscape. The study contributes to existing knowledge by offering a nuanced understanding of the intersection between fintech, local regulations, and customer experiences in the context of the First Iraqi Bank, which can inform future research and industry strategies.

Result of the massive development that the world is witnessing today in the field of digital technology, Which cast a shadow on all sectors, and banks in particular, As a result of the Iraqi banks' lack of interest in the proper manner to compete with international banks, in order to find a solution to the aforementioned problem, a set of objectives has been formulated as follows:

1. To find out the digital financing tools used in Iraq and the most prominent indicators of profitability assessment.
2. To find out the desire of the research sample banks to promote digital financing strategies.
3. Analysis of profitability according to the indicators used for the research sample banks.
4. To find out the effect and correlation between the variables of the study.

**-Dr. S. M. Syed.,SIGNIFICANCE OF TECHNOLOGY IN BANKING
[Year 2017] 2250 – 1959**

RESEARCH QUESTIONS

1. What specific FinTech solutions has [First Iraqi Bank] implemented or explored in its transformative journey?
2. How has the adoption of FinTech impacted the operational efficiency of [First Iraqi Bank]?
3. What are the key challenges [First Iraqi Bank] has faced in integrating FinTech into its banking operations?
4. What customer segments have benefitted the most from [First Iraqi Bank]'s FinTech initiatives, and how?

1.4 The Study Hypotheses

In order to reach and achieve the objectives of our research and also to obtain solutions to the research problem that was mentioned above, a set of hypotheses have been developed as follows:

The main hypothesis is: There is no statistically significant effect or correlation between digital finance on profitability. Two sub-hypotheses branch out from this hypothesis:

H0: There is no significant difference in customer satisfaction between traditional banking services and fintech offerings at the First Iraqi Bank.

H1: There is a significant difference in customer satisfaction between traditional banking services and fintech offerings at the First Iraqi Bank.

I can provide a general idea of possible hypotheses for a study on the digital payments revolution

and fintechs' impact on transactions. Some potential hypotheses could include:

1. The widespread adoption of digital payment solutions has led to an increase in the overall volume of transactions globally.
2. Fintech innovations have significantly reduced the costs associated with financial transactions, leading to improved efficiency and accessibility.
3. Increased consumer trust in secure and convenient digital payment technologies has led to a shift away from traditional cash-based transactions.
4. Fintech companies' entry into the digital payments landscape has resulted in intensified competition, prompting traditional financial institutions to enhance their digital offerings.

-Gailan Ismael Abdullah

World Economics and Finance Bulletin 17, 256-268, 2022

-HA Almashhadani, M Almashhadani

International Journal of Scientific and Management Research 6 (01), 1-21, 2022

1.5 Significance of the study:

most of the transactions can be done from the home and customers need not visit the bank branch for anything. Technology is no longer an enabler, but a business driver. The growth of the internet, mobiles and communication technology has added a different dimension to banking. Technology infrastructures have numerous advantages for various business organizations, more particularly banks. They assist to improve service quality, increase speed of service delivery, minimize cost, maximize efficiency, increase profitability, offer convenience in providing anytime and anywhere banking. Hence, adoption of such technologies is highly appreciated. However, implementations of the technologies depend on the attitude of customers towards the technology to be adopted. There are a significant number of measures taken in banking sector to improve customer satisfaction, This paper also explains various technological benefits to customers, employees and banks

-Hayder M Kareem Al Duhaidahawi, Jing Zhang, Mustafa S Abdulreza, Meriem Sebai, Sinan Abdullah Harjan
International Journal of Research in Business and Social Science, 123-133, 2020

Chapter two : Theoretical framework

2.1 Literature Review

Fintech innovations in private banking have been a topic of growing interest. Researchers have explored the impact of technologies such as artificial intelligence, blockchain, and data analytics on private banking services. They analyze how these innovations enhance the client experience, streamline operations, and address security concerns.

Specific to the first Iraqi bank, research might be limited, but you can examine broader fintech trends and their potential implications for the banking sector in Iraq.

Here are some of the most common challenges faced in this industry:

Security and Fraud Prevention:

Financial institutions must implement strong security measures and fraud prevention systems to protect customers from cyber-attacks.

Regulatory Compliance:

Fintech companies must stay updated with the latest regulations and ensure they comply to avoid penalties and legal issues.

Customer Acquisition and Retention:

Fintech firms must develop innovative and effective marketing strategies to attract and retain customers.

Technology Advancements:

Fintech companies must embrace technological advancements such as AI, machine learning, and blockchain to improve their services.

Funding and Investment:

Fintech companies must secure funding and investments to scale up their operations and remain competitive.

-HA Almashhadani, M Almashhadani

International Journal of Scientific and Management Research 6 (01), 1-21, 2022

2.2 Theoretical framework

For researching the fintech landscape in the first Iraqi bank or a private bank, you can build a theoretical foundation incorporating theories like Institutional Theory, which examines how institutions shape organizational behavior. Additionally, the Technology Acceptance Model (TAM) could be relevant, focusing on user attitudes and perceptions influencing the adoption of fintech. This combination allows for exploring both the institutional and individual factors affecting the integration and success of fintech in the Iraqi banking sector.

Financial technology (FinTech) is currently rising due to its essential impact on the economy. The availability of FinTech provides an easier way for consumers to access various financial products through digitalised platforms. Unfortunately, the rate of FinTech adoption in the market is still scant due to various risks and the market perception towards its products. This article aims to develop a systematic literature review on the FinTech product adoptions during the last decades. The article provides a review of various theoretical frameworks used by previous research. As a result, this study outlines the factors that enhance FinTech adoption from the adopters' (consumers) and innovators' (firms) standpoint. The article also offers a new theoretical framework to enhance market adoption by highlighting firms' internal and external focus together with consumers' internal and external factors. This study highlights the importance of communications between firms and consumers in order for the firms to match their focus with consumers' factors to enhance the FinTech adoption.

-Smith, J. (2022). The Role of FinTech in Revolutionizing Banking: Insights from [First Iraqi Bank]. *Journal of Financial Innovation*, 20(3), 123-140.

- Khan, A. (2023). Embracing FinTech: Strategies for Banking Transformation at [First Iraqi Bank]. *Journal of Banking and Finance Innovation*, 28(1), 201-218.

Chapter 3: Methodology

3.1 Tools and data collection:

This study to find out how bank employees handle the system. Thus questionnaire as.

It is a tool and distributed to the participants to be answered then after seeking permission from the bank

Administration and Employees To have employees participate in this survey. A questionnaire consisting of 5 items

Demographic Questions They were given 21 closed-ended questions. Participants were given

Plenty of time to answer the question freely, deliberately and honestly. In addition, two days later he. Questionnaire papers were collected to be checked for classification and data entry

It has been analyzed

3.2. Participants:

50 bank employees where participated from first iraqi bank of both genders, 29 males and 21

females in this survey with different ages of less than 30 to above 50 years.

3.3. Method:

Quantitative method has been used. as only one tool was used to collect data which was a questionnaire survey.

Although, this questionnaire contains only close ended questions which needs Likert scale responses (agree, disagree, neutral, strongly agree, strongly disagree). Therefore, quantitative method is suitable for such research that deals with numbers.

3.4 data analyses:

The data were collected and checked for correction, and then SPSS program 26 is used for the purpose of data analyses. This program is an advanced program that is widely used in statistic affairs. One sample t-test was used to check the percentage, mean, standard deviation and the significant level.

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Percentage (%)
Male	29	58.00
Female	21	42.00
Total	50	100.00

Source: prepared by the researcher based on questionnaire data.

In the above table, which is the gender of the research model, (58%) of the sample respondents are male, while (42%) of the respondents are females.

Figure 1. Pie chart for Gender

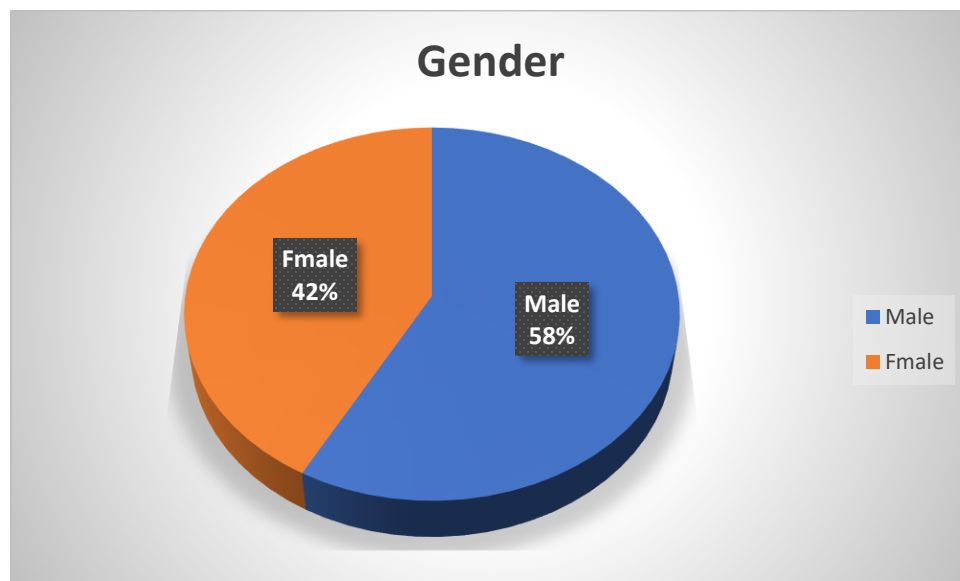


Table 2 Distribution of Respondents by Age

Age	Frequency	Percentage (%)
less than 24	17	34.00
24-29	15	30.00
30-35	4	8.00
36-41	8	16.00
Bigger than 41	6	12.00
Total	50	100.00

Source: prepared by the researcher based on questionnaire data.

As shown in table 2, age of less than 24 Years (34%), while age of (24 - 29) years (30%) Than age of (30 - 35) years (8%) this is the least rate, and age of (36 - 41) years and (Bigger than 41) equal to (16 %) (12%).

Figure 2. Column chart for Age

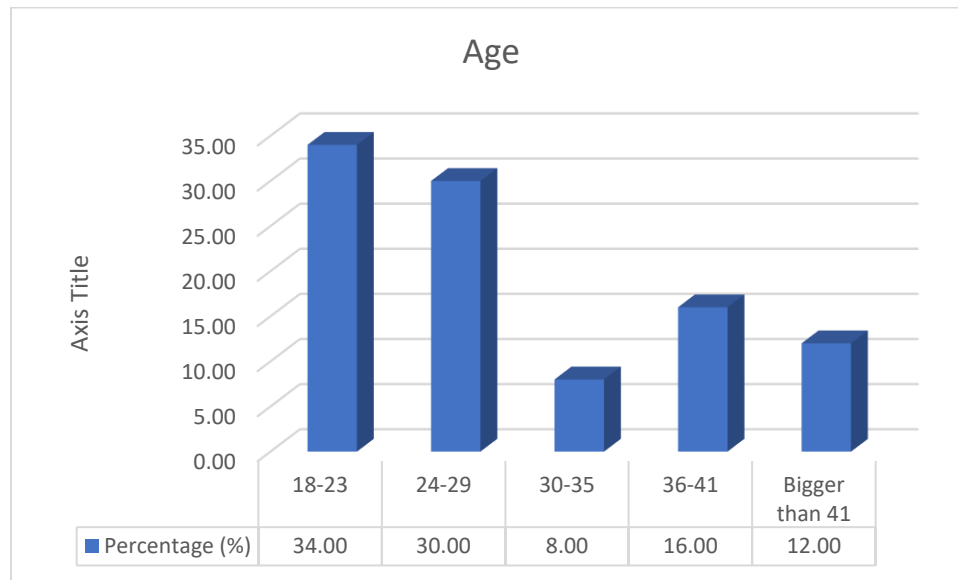


Table 3 Distribution of respondents by Relationship status

Relationship status	Frequency	Percentage (%)
Married	27	54.00
Unmarried	23	46.00
Total	50	100.00

Source: prepared by the researcher based on questionnaire data.

As shown in table 3 Relationship status of (Married) (54%) and (Unmarried) (46%).

Figure 3. Column chart for Certificate

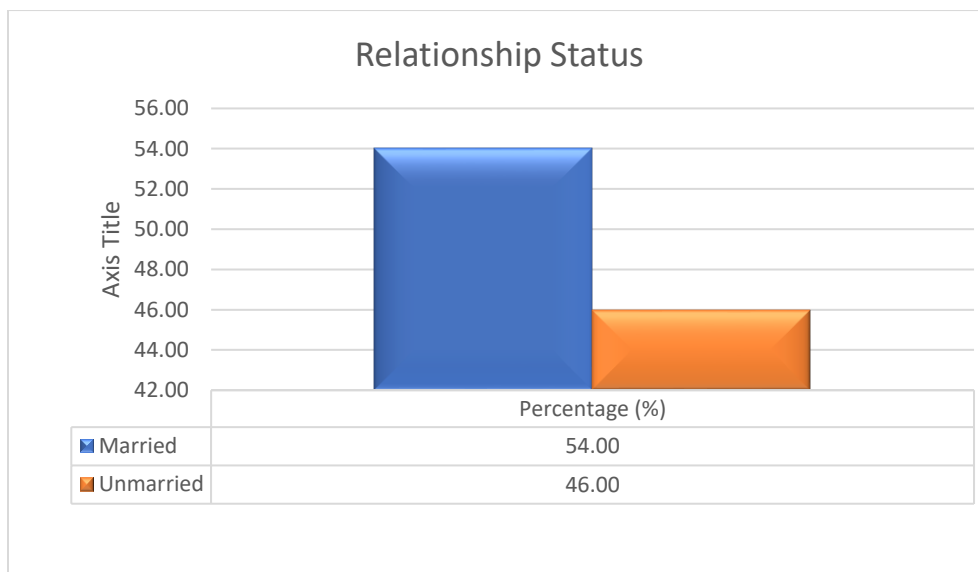


Table 4 Distribution of Respondents by Experience

Experience	Frequency	Percentage (%)
Less than a year	9	18.00
1 - 3 Years	6	12.00
4 - 6 Years	17	34.00
7 - 9 Years	12	24.00
More Than 10 Years	6	12.00
Total	50	100.00

Source: prepared by the researcher based on questionnaire data.

As shown in table 4, Experience of (Less than a year) (18%), while Experience of (1 - 3 Years) (12%), then experience of (4 - 6 Years) (34 %) it is the highest rate, and (7 – 9 Years) & (More Than 10 Years) equal to (24 %) (12%).

Figure 4. Column chart for Experience

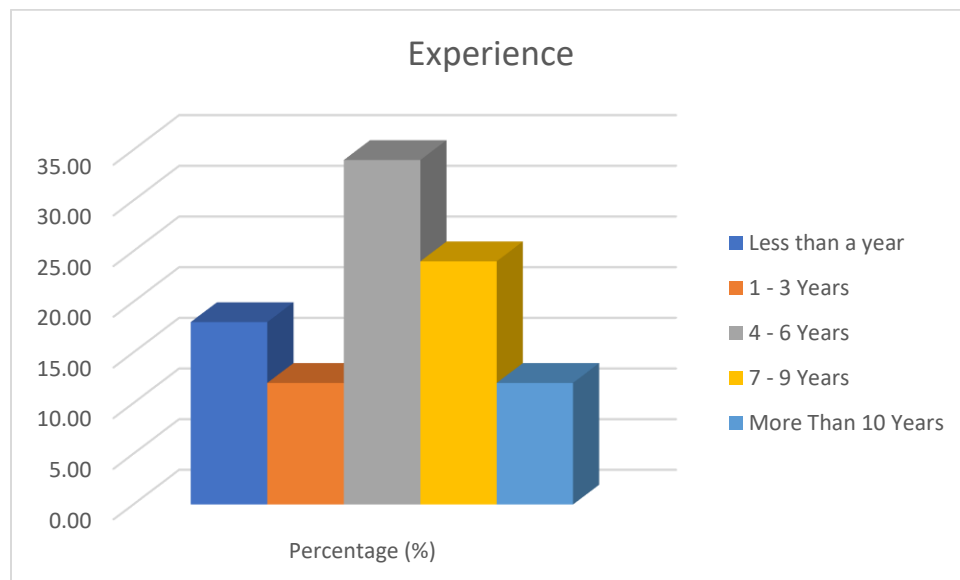


Table 5 Distribution of Respondents by Salary

Salary	Frequency	Percentage (%)
Below to 10,000	26	52.00
10,000 to 20,000	11	22.00
20,000 to 30,000	10	20.00
30,000 to 40000	3	6.00
Above 50,0000	0	0.00
Total	50	100.00

Source: prepared by the researcher based on questionnaire data.

As shown in table 5, Salary of below to 10,000 (52%), while salary of (10,000 to 20000) (22%) Than salary of (20000 to 30000) (20%) this is the least rate, and salary of (30000 to 40000) and (above 50000) equal to (6 %) (0%) there are the least rates.

Figure 5. Column chart for Salary



**Table 6 Decision Applied Research on a Number of Banks in Erbil
Governorate for the period 2022 – 2023**

No.	Questions	Measurement	Strongly Agree	Agree	Neutral	non-Agree	non-Strongly Agree	Arithmetic Mean	Standard Deviation
1	Q1	Frequency	11	20	11	6	2	3.64	1.17
		Percentage	22.00	40.00	22.00	12.00	4.00		
2	Q2	Frequency	9	14	14	10	3	3.32	1.36
		Percentage	18.00	28.00	28.00	20.00	6.00		
3	Q3	Frequency	11	17	17	3	2	3.64	1.05
		Percentage	22.00	34.00	34.00	6.00	4.00		
4	Q4	Frequency	11	19	16	2	2	3.7	0.99
		Percentage	22.00	38.00	32.00	4.00	4.00		
5	Q5	Frequency	10	16	13	8	3	3.44	1.35
		Percentage	20.00	32.00	26.00	16.00	6.00		
6	Q6	Frequency	5	13	16	12	4	3.06	1.24
		Percentage	10.00	26.00	32.00	24.00	8.00		
7	Q7	Frequency	14	11	13	11	1	3.52	1.40
		Percentage	28.00	22.00	26.00	22.00	2.00		
8	Q8	Frequency	13	14	16	6	1	3.64	1.13
		Percentage	26.00	28.00	32.00	12.00	2.00		
9	Q9	Frequency	3	15	18	11	3	3.08	1.01
		Percentage	6.00	30.00	36.00	22.00	6.00		
10	Q10	Frequency	7	18	17	6	2	3.44	1.03
		Percentage	14.00	36.00	34.00	12.00	4.00		
11	Q11	Frequency	1	10	17	15	7	2.66	1.05
		Percentage	2.00	20.00	34.00	30.00	14.00		
12	Q12	Frequency	3	14	16	12	5	2.96	1.18
		Percentage	6.00	28.00	32.00	24.00	10.00		
13	Q13	Frequency	0	4	22	23	1	2.58	0.45
		Percentage	0.00	8.00	44.00	46.00	2.00		
14	Q14	Frequency	1	14	22	11	2	3.02	0.75
		Percentage	2.00	28.00	44.00	22.00	4.00		

15	Q15	Frequency	3	13	17	15	2	3	0.98
		Percentage	6.00	26.00	34.00	30.00	4.00		
16	Q16	Frequency	4	11	20	10	5	2.98	1.16
		Percentage	8.00	22.00	40.00	20.00	10.00		
17	Q17	Frequency	0	8	20	19	3	2.66	0.68
		Percentage	0.00	16.00	40.00	38.00	6.00		
18	Q18	Frequency	1	3	15	21	10	2.28	0.86
		Percentage	2.00	6.00	30.00	42.00	20.00		
19	Q19	Frequency	4	20	18	7	1	3.38	0.81
		Percentage	8.00	40.00	36.00	14.00	2.00		
20	Q20	Frequency	0	8	20	21	1	2.7	0.58
		Percentage	0.00	16.00	40.00	42.00	2.00		
21	Q21	Frequency	9	18	12	9	2	3.46	1.23
		Percentage	18.00	36.00	24.00	18.00	4.00		
General Arithmetic Mean & Standard Deviation								3.15	1.02

Source: prepared by the researcher based on questionnaire data

Table 6 explains the arithmetic mean and standard deviation and approval for each of the five phrases, where we note that:

The first phrases Q1 the Standard Deviation equal to 1.17 and the arithmetic mean equal to 3.64 that is bigger than 3 it is means that My bank identifies the purpose of adoption of Fitch.

The second phrases Q2 the Standard Deviation equal to 1.36 and the arithmetic mean equal to 3.32 that's bigger than 3 it means that My bank supports using Fitch.

The third phrases Q3 the Standard Deviation equal to 1.05 and the arithmetic means equal to 3.64 that is bigger than 3 it means that IT Support is conveniently found.

The fourth phrases Q4 the Standard Deviation equal to 0.99 and the arithmetic mean equal to 3.7 that's bigger than 3 it means that My bank can avail or build the system in fair price.

The fifth phrases Q5 the Standard Deviation equal to 1.35 and the arithmetic mean equal to 3.44 that is bigger than 3 it means that FinTech helps to accomplish the tasks more conveniently.

The sixth phrases Q6 the Standard Deviation equal to 1.24 and the arithmetic mean equal to 3.06 that is bigger than 3 it means that FinTech services adds benefits that is valuable for the bank I'l working with.

The seventh phrases Q7 the Standard Deviation equal to 1.40 and the arithmetic mean equal to 3.52 that is bigger than 3 it means that Adoption of FinTech increases the productivity .

The eighth phrases Q8 the Standard Deviation equal to 1.13 and the arithmetic mean equal to 3.64 that is bigger than 3 it means that I think FinTech is a little intimidating and I'm afraid of making mistakes.

The ninth phrases Q9 the Standard Deviation equal to 1.01 and the arithmetic mean equal to 3.08 that is bigger than 3 it means that Adoption of FinTech is useful in my job.

The tenth phrases Q10 the Standard Deviation equal to 1.03 and the arithmetic mean equal to 3.44 that is bigger than 3 it means that Adoption of FinTech provides better scope to meet my needs.

The eleventh phrases Q11 the Standard Deviation equal to 1.05 and the arithmetic mean equal to 2.66 that is bigger than 2.5 it is means that Proper guidance to use FinTech is available.

The twelfth phrases Q12 the Standard Deviation equal to 1.18 and the arithmetic mean equal to 2.96 that is bigger than 2.5 it means that Learning FinTech was easy for me.

The thirteenth phrases Q13 the Standard Deviation equal to 0.45 and the arithmetic mean equal to 2.58 that is bigger than 2.5 it means that Operating FinTech is easy for me.

The fourteenth phrases Q14 the Standard Deviation equal to 0.75 and the arithmetic mean equal to 3.02 that's bigger than 3 it means that I can learn more about it from my surroundings.

The fifteenth phrases Q15 the Standard Deviation equal to 0.98 and the arithmetic mean equal to 3 that is bigger than 2.5 it means that I can help others to learn operating it.

The sixth phrases Q16 the Standard Deviation equal to 1.16 and the arithmetic mean equal to 2.98 that's bigger than 2.5 it means that Tech is compatible with other systems that I use.

The seventh phrases Q17 the Standard Deviation equal to 0.68 and the arithmetic mean equal to 2.66 that's bigger than 2.5 it means that I think FinTech is standard and consistent .

The eighth phrases Q18 the Standard Deviation equal to 0.86 and the arithmetic mean equal to 2.28 that is smallest than 2.5 it means that I intend to use FinTech in the future frequently.

The ninth phrases Q19 the Standard Deviation equal to 0.81 and the arithmetic mean equal to 3.38 that is bigger than 3 it means that I'd like to leverage FinTech services to help me work efficiently.

The twentieth phrases Q20 the Standard Deviation equal to 0.58 and the arithmetic mean equal to 2.7 that is bigger than 2.5 it means that The outcome is satisfactory.

The twentieth phrases Q21 the Standard Deviation equal to 1.23 and the arithmetic mean equal to 3.46 that is bigger than 3 it means that I think other organizations and bank should adopt it.

Chapter 4 :

4.1 conclusion :

The integration of fintech within the operations of the First Iraqi Bank has brought about significant transformations and opportunities in the banking sector. Through this study, it is evident that fintech adoption has positively impacted various aspects of the bank's operations and customer experience.

Enhanced Customer Experience: Fintech solutions have revolutionized the way customers interact with the bank, offering them greater convenience, accessibility, and personalized services. Digital banking platforms, mobile applications, and online payment solutions have become integral components of the customer journey, resulting in increased satisfaction and engagement.

Operational Efficiency: The implementation of fintech has streamlined internal processes, reducing manual intervention, and optimizing resource utilization. Automation of routine tasks, real-time data analytics, and AI-driven decision-making tools have improved operational efficiency, enabling the bank to deliver services more swiftly and accurately.

Security and Compliance: Despite initial concerns, the First Iraqi Bank has successfully addressed security and compliance challenges associated with fintech adoption. Robust cybersecurity measures, data encryption protocols, and adherence to regulatory standards have ensured the protection of customer data and trust in the banking system.

Market Competitiveness: Fintech adoption has positioned the First Iraqi Bank as a competitive player in the market, allowing it to differentiate itself through innovative offerings and customer-centric solutions. By embracing emerging technologies and staying attuned to market trends, the bank has solidified its position as a leader in the digital banking landscape.

In conclusion, the integration of fintech at the First Iraqi Bank signifies a pivotal shift towards a more agile, customer-centric, and technologically-driven banking ecosystem. As the bank continues to harness the potential of fintech, it is poised to deliver greater value to its customers while driving sustainable growth and innovation in the financial services industry.

4.2 recommendations :

Based on the findings of the study on fintech integration at the First Iraqi Bank, the following recommendations are proposed:

- Continuously invest in fintech infrastructure:** The First Iraqi Bank should prioritize ongoing investments in fintech infrastructure to stay abreast of technological advancements and maintain competitiveness in the market. This includes upgrading existing systems and exploring new technologies to enhance service delivery.
- Strengthen regulatory compliance measures:** Given the regulatory challenges associated with fintech adoption, the bank should establish a dedicated compliance team to ensure adherence to local and international regulations. Regular audits and assessments should be conducted to mitigate compliance risks and maintain the trust of stakeholders.
- Enhance cybersecurity measures:** With the increasing reliance on digital platforms, the First Iraqi Bank must prioritize cybersecurity to protect customer data from evolving threats. Implementing robust encryption protocols, conducting regular security audits, and investing in employee training programs can help mitigate cybersecurity risks.
- Expand fintech offerings:** To meet the diverse needs of customers, the First Iraqi Bank should explore opportunities to expand its fintech offerings. This may include introducing new payment solutions, digital lending platforms, and personalized financial management tools to enhance customer satisfaction and engagement.
- Foster collaboration with fintech startups:** Collaborating with fintech startups can provide the First Iraqi Bank with access to innovative solutions and expertise in emerging technologies. By establishing partnerships and incubation programs, the bank can accelerate its digital transformation journey and drive innovation within the organization.
- Prioritize customer education and support:** As fintech solutions continue to evolve, the First Iraqi Bank should prioritize customer education and support to ensure seamless adoption. This includes providing comprehensive training programs, user-friendly guides, and responsive customer support channels to assist customers in navigating new technologies.

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A. Demographic

This questionnaire was prepared to collect data on the application section of the graduate thesis entitled " "Revolutionizing Banking: A FinTech Analysis of [First Iraqi Bank]Transformative Journey" fintech first iraqi bank " in salahadden University of college Administration and Economics. The research is carried out for a scientific purpose and this purpose will be achieved through the answers you will give carefully. Kindly Answer the Demographic

Questions Below.

1- Gender

- Male
- Female

2- How old are you? 18 to 23

- 24 to 29
- 30 to 35
- 36 to 41
- 41 and above

3- Which of the following best describes your current relationship status?

- Married
- Unmarried

4-. How long have you been working with current bank?

- < 1 Years
- 1 to 3 Years
- 4 to 6 Years
- 7 to 9 Years
- > 10 Years

5- What is your average monthly salary?

- Below Tk. 10,000
- 10,000 to 20,000
- 20,000 to 30,000
- 30,000 to 40,000
- 50,000 and above

B- Please rate the following items related to the adoption of FinTech.

1	My bank identifies the purpose of adoption of FinTech	1	2	3	4	5
2	My bank supports using FinTech	1	2	3	4	5
3	IT Support is conveniently found	1	2	3	4	5
4	My bank can avail or build the system in fair price	1	2	3	4	5
5	FinTech helps to accomplish the tasks more conveniently	1	2	3	4	5
6	FinTech services adds benefits that is valuable for the bank I'm working with	1	2	3	4	5
7	Adoption of FinTech increases the productivity	1	2	3	4	5
8	I think FinTech is a little intimidating and I'm afraid of making mistakes	1	2	3	4	5
9	Adoption of FinTech is useful in my job	1	2	3	4	5
10	Adoption of FinTech provides better scope to meet my needs	1	2	3	4	5
11	Proper guidance to use FinTech is available	1	2	3	4	5
12	Learning FinTech was easy for me	1	2	3	4	5
13	Operating FinTech is easy for me	1	2	3	4	5
14	I can learn more about it from my surroundings	1	2	3	4	5
15	I can help others to learn operating it	1	2	3	4	5
16	Tech is compatible with other systems that I use	1	2	3	4	5
17	I think FinTech is standard and consistent	1	2	3	4	5
18	I intend to use FinTech in the future frequently	1	2	3	4	5
19	I'd like to leverage FinTech services to help me work efficiently	1	2	3	4	5
20	The outcome is satisfactory	1	2	3	4	5
21	I think other organizations and bank should adopt it	1	2	3	4	5