



## *International Journal of Research in Finance and Management*

P-ISSN: 2617-5754  
E-ISSN: 2617-5762  
[www.allfinancejournal.com](http://www.allfinancejournal.com)  
IJRFM 2021; 4(2): 74-80  
Received: 10-05-2021  
Accepted: 21-06-2021

**Dr. Tran Trong Khue**  
Banking and Finance Faculty,  
Van Lang University (VLU),  
Ho Chi Minh City, Vietnam

### **Recommendations contributing to the development of financial technology (Fintech) in Vietnam**

**Dr. Tran Trong Khue**

**DOI:** <https://doi.org/10.33545/26175754.2021.v4.i2a.110>

#### **Abstract**

The COVID-19 pandemic has had a significant impact on all aspects of socio-economic life globally and in Southeast Asia during the past two years, putting pressure on the global economy, which is a threat to human health and welfare and disrupts the functioning of the world economy. However, the pandemic context has promoted technological innovation, creativity, accelerated application of financial and digital technologies to enhance people's access to finance and risk tolerance, people, enterprises. Besides, the trend of non-cash payment will continue to grow more substantially due to changed consumer habits, psychology, and behavior, and the development of innovative Fintech solutions that make payment convenient. In the long term, Fintech can help people and businesses maintain and increase access to financial services even when the blockade order is issued, support businesses to reopen in the new normal. Therefore, the paper's goal had several recommendations to enhance the contribution to developing financial technology (Fintech) in Vietnam.

**Keywords:** Financial, technology, banking, Fintech, and VLU

#### **Introduction**

Fintech also plays an essential role in economic recovery and development in a sustainable way. Fintech will open up new opportunities for global economies and the ASEAN economy, particularly for economic development and environmental protection, by promoting green growth. Fintech can provide quality data and tools to help organizations and individuals make the best decisions about Environmental, Social, and Governance (ESG) investments by Gamsacort, T. (2019) <sup>[10]</sup>.

Vietnam is striving to become a destination for many regional and global business investors. It will cooperate with ASEAN members and ASEAN's partner countries to continue to have practical support programs for businesses in the region. Primarily there are in digital transformation; environment, society, and governance; technology and future employment in the area; sustainable and inclusive development by Conglai, F.S. (2020) <sup>[8]</sup>.

Recognizing the importance of Fintech and digital technology, Vietnam's National Comprehensive Financial Strategy to 2025 with orientation to 2030 has identified one of the Strategy's goals as promoting technology application. Digital technology enhances innovation in the design and distribution of financial products and services in simplicity, convenience, ease of use, cost reduction. It is suitable for all needs and affordability people, businesses, tiny and medium enterprises, and people in rural, remote, and low-income areas. In Vietnam, Fintech has had rapid development in recent years, significantly since the outbreak of the COVID-19 epidemic, thereby significantly contributing to increasing financial access for people and solving problems. Some of the difficulties and challenges caused by the impact of the COVID-19 pandemic. Therefore, the author finds recommendations contributing to the development of financial technology (Fintech) in Vietnam.

#### **Literature review**

##### **The concept of financial technology (Fintech)**

We all know that information technology and the Internet are developing more rapidly. And they have even landed in almost every region of the world and every corner of social life.

**Corresponding Author:**  
**Dr. Tran Trong Khue**  
Banking and Finance Faculty,  
Van Lang University (VLU),  
Ho Chi Minh City, Vietnam

Of course, a modern economic industry like finance banking is not an exception to this trend. Information technology applications are likened to new waves, changing the entire supply and operating models of financial services for hundreds of years by Baja, H. and Gambacorta, J. (2021) <sup>[2]</sup>.

### What exactly is Fintech?

Fintech combines finance (currency, finance) and technology, roughly understood as financial technology. Simply put, Fintech refers to leveraging technological innovation for use in financial services and operations by Bodie, Z.H., and Merton, F. (2015) <sup>[4]</sup>. Fintech does not originate from existing monetary systems, but it marks the encroachment of IT into those economic systems. So, if a financial company starts to apply technology to its operations, is it defined as Fintech by Carstens, A.J. (2021) <sup>[6]</sup>.

Are not. We will call it IT applications in financial companies and indeed cannot be called Fintech. Fintech had in the opposite case: An IT company deploys services in money and finance. For example, Vietcombank launched mobile application software, allowing customers to transact mobile banking is not called Fintech. Mona Media Company brings new data security technology into the e-wallet service of some banks to provide convenient and safe services for users, which is Fintech by Claessens, A.F. (2018) <sup>[7]</sup>.

Therefore, financial technology (Fintech) is a new technology and innovation to compete with traditional economic methods in providing financial services. The use of smartphones for mobile banking, investment services, and cryptocurrencies are examples of technologies to make financial services more accessible to the public by Montanes, M.G. (2017) <sup>[13]</sup>. Fintech companies, including startups and financial and technology companies, try to replace or enhance the financial services provided by existing financial companies. FinTechs are new applications, processes, products, or business models in the financial services industry that include one or more complementary financial services. They are offered as an end-to-end through the Internet by Quevedo, V. (2020) <sup>[16]</sup>.

### Some basic information about Fintech

Some basic information about Fintech: (1) Fintech had target groups: A traditional financial market will include two objects: financial institutions (banks, investments, insurance, securities, financial companies) and customers. For Fintech, the objects will consist of 3 parties, keeping the relationship of mutual influence. (2) Fintech companies: These are independent companies specializing in information technology, providing new products and services in the financial sector. Clients of the company Fintech may be the final users and also the financial institutions. (3) Financial institutions: This is an essential entity in the financial industry. Institutions increasingly cooperate with fintech companies, recognizing the importance of technology by Sharm, T.J. (2019) <sup>[19]</sup>. On the other hand, these institutions also directly invest in fintech companies or research activities, thereby actively holding new technologies and dominating the market. (4) Customers: The target audience is the general user of financial products and services with new technology

applications. Customers are the ones who benefit the most from the competition between financial institutions, companies, or the benefits that new technology can bring. (5) Main product groups: Fintech had two groups: consumer products, digital tools, and other technologies. The aim is to improve the way individuals borrow, manage money, and fund startups by Stacey, A.S. (2021) <sup>[21]</sup>. This product group supports the operation of financial institutions and Fintech themselves by Ziegler, C.J. (2020) <sup>[24]</sup>.

In fact, in addition to the usual services such as lending, money transfer, payment, etc. Fintech also provides a broader range of services, such as crowdfunding, financial consulting (personal finance), data management, insurance technology, digital currency (crypto blockchain) by Simnett, J.D. (2020) <sup>[20]</sup>.

### The rise of Fintech - What is the cause?

Fintech impacted the financial industry: (1) Changing distribution channels and traditional financial products and services: The most significant effect is on the banking services industry. We can see through the growing trend of social networks, digital banking, mobile banking, tablet banking, internet sales channels. (2) Financial institutions, banks without paper: The fact that this trend becomes widespread will also become a significant challenge for traditional financial services industries in gradually reducing the role of branches. At the same time, modern financial technology competition will also become more intense in financial institutions. (3) Support high-tech applications: Big Data will help analyze customer behavior, help financial institutions collect external and internal data. This factor is to reduce costs, support decision-making, and improve service quality and customer satisfaction. (4) Banks had market share tends to decrease, giving way to fintech companies: The most obvious is that banks are complete outsiders in the Bitcoin virtual currency service - the new currency system has a growing scale on a global scale. (5) The labor market in the financial-banking sector has changed:

Technology has replaced many employees from financial institutions, insurance, securities companies, and banks; information technology and financial expertise had by Garcia, A.S. (2019) <sup>[11]</sup>.

### What makes Fintech strong?

The reason for the intense activities of Fintech is because Fintech can reshape the financial industry while having a substantial impact on the most critical factors of this industry.

Currently, companies are all lending under the P2P model - directly connecting lenders and borrowers via the Internet. They have shown their ability to operate effectively, reducing the loan confirmation time in traditional banking banks from weeks to hours by Turner, H. and Zhu, K. (2018) <sup>[23]</sup>. Besides, financial markets are also experimenting with the application of virtual currencies such as Bitcoin. And online payment to replace traditional payment methods and assets by Packer, G. and Tiwari, S. (2019) <sup>[14]</sup>.

### Features of Fintech

Fintech in banking is to support money transfer and

payment services. As for the financial sector, Fintech is a service that connects borrowers with lenders without having to meet face-to-face. All processes such as registration and completion of procedures, automatic approval is supported through Fintech lending companies, 100% online registration.

Fintech works based on artificial intelligence, like a robot that can identify, analyze and establish financial needs and services through an algorithm system that companies have set up separately. Fintech is the beginning of technology 4.0 in finance that changes consumer habits from traditional to online. Fintech also helps to change financial, human resources in the future. You are good at professional skills and understand and do information technology-related jobs by Auer, R. (2019) <sup>[1]</sup>.

We only encounter two-way relationships between financial institutions in the traditional financial market, including banks, investments, insurance, securities, financial companies, and customers. But when an IT company deploys its services to this environment, we will have one more member that forms an interactive tripod: Fintech companies, Financial institutions. Customers: Obviously, this is the primary target audience of financial institutions. Financial institutions applying Fintech to the operating system to compete have created more benefits for customers.

### Methods of research

The article's approach is dialectical materialism, historical materialism, system - a systematic approach to assessing the current financial technology in Vietnam. From there, recommendations had to improve policies to develop financial technology in the coming time.

From the above approach, the paper uses the following research methods: Using methods of analysis, synthesis, comparison, systematization, generalization in the process of approaching research problems to build a theoretical basis for financial technology as follows: (1) Research the documents, Resolutions of the Communist Party of Vietnam, legal documents of the State, of banking and financial sector; (2) Researching and analyzing scientific documents on planning and forecasting for the development of financial technology models, financial and banking scientific documents, books and journals; (3) Researching companies scientific research, dissertation research topics on financial technology of the domestic and foreign authors related to the research topic of the article by Hair, J., Anderson, R., Tatham, R., & Black, W. (2021) <sup>[12]</sup>.

In addition to the above methods, the thesis also uses statistical methods, expert methods, and other methods. Descriptive statistics are coefficients that succinctly describe or summarize a given data set, which may be representative of the whole or a sample of a population.

Descriptive statistics had into concentration trends and volatility measures. Measurement focuses on the average value and median while measuring changes, including standard deviation, variance, minimum value, maximum value, kurtosis, and standard deviation.

The author applied descriptive statistics had described and understood the properties of a particular data set by giving short summaries of the data's samples and parameters. The most common type of descriptive statistics is the

concentration trend parameters, including the mean, median, and mode, which had at almost all levels of mathematics and statistics.

The data source: To serve the research effectively, the author has collected and analyzed primary and secondary data by Hair, J., Anderson, R., Tatham, R., & Black, W. (2021) <sup>[12]</sup>.

The author uses published data from official sources such as journals, reports from the General Statistics Office, and commercial banks regarding secondary data sources.

About primary data source: the author collects preliminary data based on the survey of 50 managers related to the financial technology sector in the five largest cities of Vietnam. The results of primary data analysis in the article clarified the current economic and technology governance in Vietnam, thereby providing a reliable scientific basis for the proposal to develop recommendations to contribute to the development of financial technology in the coming time.

### Research results

#### Analyzing the positive impact of fintech

Fintech's diverse applications are affecting almost all areas of operation of the whole financial - banking system. Although it had only been for more than ten years, Fintech's products have entirely changed the appearance, plans, and methods of traditional financial transactions.

Firstly, Fintech creates new business models that change the distribution channels and traditional financial products and services, especially banking services, for example, Internet banking, Mobile banking, QR code, banking digital goods, e-wallets...

Secondly, the development and application of new technologies had Big data, blockchain, biometric personal identification systems, electronic customer identification. This factor helps financial institutions collect data, simplify the customer behavior analysis process, improve service quality. Besides, they reduced technical infrastructure costs and enhanced transparency but still ensured safety, speed, and efficiency, especially in Banking transactions bringing added value and more satisfaction to customers.

Thirdly, Fintech has attracted a lot of startups in the past decade because it is developed based on information technology and telecommunications systems, so it does not require significant capital and does not need as many branch networks as bank's traditional goods.

Fourthly, Fintech creates financial solutions for customers in remote areas or who has difficulty accessing financial services due to procedural or geographical barriers. In particular, Fintech better supports individual customers, small and medium enterprises, and micro. Banks often reject these customers because they do not meet capital and asset requirements.

Fifthly, Fintech helps provide a diverse portfolio of financial products to customers thanks to technology development, helping to ensure 24/7 service provision in both space and time. Example: Currently, P2P lending companies (directly connecting borrowers with lenders on the Internet) are pretty effective, helping to shorten the loan approval time from a few weeks to just a few hours.

Along with the development of Industry 4.0, more and more consumers are using Fintech products and services. Through Fintech, access to financial and banking services, adding

value to customers using the service. Also, because of the advantage of developing on an information technology platform without the need for a network of transaction offices like a bank, the products and services provided by Fintech enterprises have been attracting a large number of customers, especially those who have difficulty accessing banking services.

Sixthly, the Fintech sector in Vietnam is currently in the early stages of development below its potential due to the lack of close linkages between the ecosystem. Having financial institutions, and Fintech enterprises, investment funds. Investment, economic - telecommunications infrastructure, and the legal framework to manage the Fintech sector are not complete and synchronous. However, Fintech activities in Vietnam have witnessed a remarkable rapid growth in quantity, diversity in products and services, and attracting investment capital.

Seventhly, Fintech companies have increased nearly four times from about 40 companies at the end of 2016 to about 150 companies at the end of 2019. Fintech companies in the payment field had decreased compared to the whole market, but peer-to-peer lending is still one of the two main areas. Thirty-two payment intermediaries licensed by the State Bank of Vietnam continue to participate in the payment market deeply. Developing many payment services with improved quality, meeting customers' needs; security, safety, and security in payment intermediary activities are concerned and focused on implementation. P2P Lending field with the number of about 40 companies. According to the State Bank of Vietnam (SBV) statistics, by the end of 2020, Vietnam has 41 non-banking organizations licensed to provide intermediary payment services, with five e-wallets. The biggest ones are MoMo, Payoo, Moca, Zalo Pay, and ViettelPay. At the same time, according to TopDev's Vietnam Information Technology Outlook 2020 Report (a recruitment platform in the field of information technology), the number of users of electronic payment services (transactions via the Internet and electronic mobile phones) is about 36.2 million people, up 12.1% over the same period last year.

In general, the whole world welcomes the Fintech wave because it makes financial transactions more accessible, more transparent, and lower costs.

### Analyzing unexpected effects of Fintech

Besides the benefits that Fintech brings, Fintech activities can get some adverse effects on the financial system.

First of all, the technology is the risk of being attacked. Fintech products are created based on technology, so encountering the risk of attacks from technology is inevitable. The more modern information technology solutions are, the more likely the trouble is. One incident can lead to the whole system's peril. Businesses face many

potential risks from financial fraud, system errors, technology criminals stealing data, spreading malicious code.

Secondly, Fintech develops too quickly compared to the current legal system. Fintech products had the continuous innovation and creation of technology, so the provisions of existing laws have not kept pace in many cases. This factor is one of the reasons for many fintech-related scams in the past, such as scams to contribute capital to buy virtual currency mining machines, ICO scams, cryptocurrency trading, etc.

Thirdly, the convenience of Fintech makes customers sometimes use it without really understanding the product, having no basic knowledge of finance, or even knowing how to secure personal information. This factor is a loophole for financial criminals to attack. For example, they set up fake websites that make users reveal their accounts and passwords to appropriate property.

Fourthly, banks' market share had to the allocation of market share with Fintech companies.

Fifthly, the strong development of technology can replace many bank employees working directly at traditional counters. The trend of paperless banks, paperless financial institutions, artificial intelligence, robots will be more and more popular. Branches and transaction offices of banks are increasingly shrinking in both size and number.

Sixthly, Fintech in Vietnam is still not as developed as other ASEAN countries. For example, by the end of 2019, Singapore had 1,157 fintech companies, and currently, Singapore is a regional Fintech center with 45% of businesses located and accounting for 51% of total investment in Fintech in ASEAN; Indonesia has 511 companies; Malaysia has 376 companies, Thailand has 216 companies.

Seventhly, in terms of legislation, policies, mechanisms, policies are volatile, inconsistent, inconsistent; regulations on Fintech activities sandbox - controlled trials have not been issued; general standards and standards are lacking; New mechanism for sharing information and data.

Finally, especially the issue of safety and security, network security, cyber security risks are high. They had sophisticated and challenging control, especially risks in money laundering, terrorist financing, security, safety issues, data security, hacker attacks, and threaten the health and stability of the financial system.

At the same time, there should be standards, standards, regulations on linkages and ecosystems between banks, Fintech, Big tech, 3rd parties, and chain stores and e-commerce sites. And Fintechs, Big techs, and banks participating in Fintech must meet the requirements of capital, technology, operational standards, and risk management.

**Table 1:** Descriptive statistics from surveying 50 managers related to fintech

Contents	References	N	Min	Max	Mean	Std. Deviation (SD)
<b>Q1:</b> Completing the state management institutions on Fintech activities	Frost, J.H. (2019) <sup>[9]</sup>	50	1.00	5.00	3.4200	0.90554
<b>Q2:</b> Building a legal framework for the Fintech sector	Pence, D.J. (2019) <sup>[15]</sup>	50	1.00	5.00	3.4200	0.94954
<b>Q3:</b> Building and perfecting the innovation and creativity support network system of startups in general and startups in the Fintech field in particular	Salbek, K.M. (2016) <sup>[17]</sup>	50	1.00	5.00	3.4000	0.92582



<b>Q4:</b> Completing the legal framework for Fintech development	Seattie, S.M. and Laeven, H. (2016) <sup>[18]</sup>	50	1.00	5.00	3.4200	0.90554
<b>Q5:</b> Training human resources and attracting high-quality human resources for Fintech application, management, and development	Tirayesh, S.M. (2019) <sup>[22]</sup>	50	1.00	4.00	2.7200	1.14357
<b>Q6:</b> Banks actively research, develop and apply Fintech	Jubb, C.D. (2019)	50	1.00	4.00	2.5800	1.08965
<b>Q7:</b> Strengthen and promote cooperation between Fintech and banks to create added value for customers	Broeders, D. (2018) <sup>[5]</sup>	50	1.00	4.00	2.9000	1.01519
<b>Q8:</b> Building the foundation conditions for the development of Fintech companies	Barberis, K. and Buckley, G. (2017) <sup>[3]</sup>	50	1.00	5.00	2.8600	1.12504

**Source:** Data processed by SPSS 20.0

Table 1 shows that the test results are very good with a sample of 50 managers related to Fintech. These results indicated Mean and SD are essential, and they agree with the eight recommendations above.

Fintech in Vietnam is currently in the early stages of development because the ecosystem had completed. At the same time, this field also faces many challenges, including the legal framework, capital, and human resources. Here are some experiences that I had from the development strategies of Fintech. Vietnam has an excellent opportunity to develop Fintech with a population of 97,001 million people (February 23, 2020). Over 65.6% of the population lives in rural areas. The proportion of adults with a bank account as of 2018 reached 45.8 million people, accounting for 63%.

The telecommunications infrastructure has fully invested and developed. Fifty-one million people use smartphones (accounting for 55% of the population), 50 million people use the Internet (accounting for about 52% of the population). The 3G/4G mobile phone network covers the country with three major carriers: Viettel, Mobifone, and Vinaphone.

However, in addition to the above apparent benefits, the rise of Fintech also comes with many challenges, directly impacting contemporary banks and new Fintech members entering the financial sector. There are issues of network security control, technical infrastructure investment costs, technology, and human resource training.

## Conclusions and managerial implications

### Conclusions

Fintech businesses have taken advantage of the power of modern technology to create a breakthrough in the provision of financial-banking services, namely reducing costs, increasing convenience, and personalization-financial products, thereby enhancing the customer experience. Besides, along with the development of the Internet, customers are increasingly demanding, need to personalize consumer products, and require services to be served quickly and optimally. The impact of Fintech is solid and comprehensive on the operation of the world banking system in general and Vietnam in particular. For those reasons, the article analyzes the impacts of financial technology and outlines some countries' experiences around the world in fintech applications.

Fintech stands for financial technology, a broad term used collectively for all companies that use information and telecommunications technology to provide financial services. Fintech is a new and innovative technology that competes with traditional economic methods in providing financial assistance. Fintech had a product of Industry 4.0 in banking and finance activities. The use of smartphones for mobile banking, investment services, and cryptocurrencies

are examples of technologies to make financial services more accessible to the masses. Fintech companies, including startups, financial and technology companies, try to replace or enhance the financial services provided by existing financial companies.

### Managerial implications

To implement the orientations mentioned above of the Party and State in promoting and perfecting the development of the Fintech ecosystem in Vietnam in the context of Industry 4.0, the author would like to propose some specific solutions had follows:

Firstly, completing the state management institutions on Fintech activities following:

Government should have orientations in supporting innovative startups, including Fintech businesses. Fintech has applied in many different fields to be under the management and responsibility of many various ministries and agencies. However, Vietnam's law has not yet specified the specific management institutions and specific functions and tasks of any state management agency for the Fintech sector and no coordination mechanism between the financial institutions. Ministries and sectors in the management of Fintech activities are intertwined and combined.

Secondly, building a legal framework for the Fintech sector follows:

Government should continue completing the legal framework for the Fintech sector if necessary, especially in the short term when the legal framework is not ready. Therefore, it is essential to have a "Management Mechanism" for the pilot activities of companies in this field. The regulator can manage and monitor the activities of Fintech companies, limited minimize illegal activities, and at the same time protect the interests of service users.

Government should continue to effectively implement capital mobilization and lending activities on high-tech platforms (P2P Lending). P2P lending is an activity that does not have specialized management regulations, so it is necessary to review, amend and supplement many relevant legal principles (Enterprise Law, Investment Law, Law on Electronic Transactions). Need the coordination and participation of many relevant ministries and branches. As a solution in the absence of direct regulations to manage P2P Lending activities, the SBV needs to coordinate with relevant ministries and sectors to develop a trial management framework for P2P Lending activities in Vietnam. In the long term, management agencies need to correspond in amending and supplementing legal regulations. It is necessary to increase restrictions on business conditions for P2P Lending activities, specifically: bringing P2P Lending activities into conditional business activity; Accordingly, it is essential to review and amend the

Investment Law and amend, supplementing relevant legal provisions such as tax regulations, consumer rights protection, information security, information technology systems, electronic transactions,...; on that basis, develop a mechanism to manage and monitor P2P Lending activities to ensure that P2P Lending activities had strictly controlled, limiting negative impacts on the economy.

Thirdly, building and perfecting the innovation and creativity support network system of startups in general and startups in the Fintech field in particular following:

It is necessary to develop regulations on linkages and ecosystems between banks, fintech companies, large information technology companies, 3rd parties and chain stores, e-commerce sites. Mainly, there should be regulations on capital requirements, technology, operating standards, and risk management for companies wishing to enter the fintech market. Government should continue research to build Fintech Innovation Hub plays an essential role in developing the Fintech ecosystem of any country. International experience shows countries with developed Fintech ecosystems such as the US, UK, Singapore, Germany. We are having all established Startup Support Centers/Innovation Hubs, including close participation and coordination between the Government and the private sector (groups, corporations, angel investors, etc.), such as Cyberport - Fintech Hub of Hong Kong; Fintech Innovation Lab "Looking Glass" of Singapore; Germany's Tech.

Fourthly, Completing the legal framework for Fintech development following:

The Government should continue orientation on recognizing the meaning and benefits of the Fintech sector in Vietnam to promote innovation, enhance competition, and improve access to financial and banking services. The State Bank has actively approached approach to Fintech through the establishment of the Fintech Steering Committee of the State Bank in March 2017, intending to perfect the Fintech ecosystem (including the legal framework) to support the formation and development of companies. Fintech in Vietnam. The State Bank has been and is in the process of acting to concretize this task. Over the past two years, with goodwill and the spirit of supporting innovation, the State Bank has drastically implemented some content such as: Researching many vital areas of Fintech to have solutions to improve the legal framework suitably. Creating a foundation for the development of the Fintech field; Coordinate with ADB to organize Fintech Challenge Vietnam in 2019 and 2020 to create a playground for domestic and foreign Fintech companies to introduce solutions. Thereby discovering and nurturing businesses with practical solutions in line with the market's needs; Continue to improve the legal framework for Fintech activities in the payment field (such as QR Code, chip card...).

Fifthly, training human resources and attracting high-quality human resources for Fintech application, management, and development following:

Government should continue training human resources and attracting high-quality human resources for the opportunity for the quality of human resources in Vietnam. It is excellent when training institutions can train information technology engineers with financial expertise, or in other words. And adding foreign language skills. The current situation of Vietnamese human resources to achieve 3-in-1

skills is still relatively complex. People working in banks usually do not understand information technology well, and people working in information technology do not understand the business. Therefore, training in Fintech is essential to train human resources to meet both technical knowledge and business finance. In particular, the language used a lot in work today is English. If you are not fluent in English, you will not be able to work, so training in English is vital.

Government should continue to develop supplementing training content for students majoring in finance - banking with in-depth knowledge of technology such as big data, peer-to-peer networks, digital banking, security, information security, information systems finance. Information technology students who want to participate in the Fintech field also need to supplement their knowledge of banking and finance. Universities need to connect with banks and fintech companies to regularly organize internships and exchanges, creating conditions for learners to approach practice and research innovative solutions in technology, business models, products, services. Universities can deploy the Bachelor of Financial Technology program and other majors such as data science, business analytics, digital business.

Sixthly, banks actively research, develop and apply Fintech following:

According to the business strategy, Vietnamese banks and credit institutions have proactively grasped global banks' reactions to Fintech and the current Industry 4.0 and are actively implementing business strategies. Financial resources, as well as their applicability, and banks are trying to stay one step ahead. Some banks use the power of branding and technology to experiment with Fintech on their own, and typical Silicon Valley approaches had in this case. The bank has put the system into operation and created a premise to promote Vietnamese credit institutions applying advanced technologies and appropriate and effective Fintech selection. However, associated with that is the need for banks and credit institutions' human resource training strategy. In addition, the Government should have policies on tax exemption and reduction.

Seventhly, strengthen and promote cooperation between Fintech and banks to create added value for customers following:

The cooperation between Fintech and banks is considered a premise for improving access to banking services for users in Vietnam. Therefore, the strength of Fintech companies is breakthrough new technology and ideas. In contrast, the power of traditional banks is their proven ability to control risks and had strictly regulated in international agreements economic. Therefore, cooperation between Fintech and traditional banks will bring significant added value to customers. Thus, with Vietnam's current development level, regulators should have policies to encourage collaboration between Fintech companies and commercial banks to exploit the parties' strengths.

In terms of benefits, the changes in Fintech have significantly contributed to expanding access to financial services (financial universal), reducing transaction costs, improving transparency with more specific products, convenient and practical, while contributing to effective control of expenses and income.

Finally, building the foundation conditions for the development of Fintech companies following:

The Government should continue to create an enabling environment for data sharing: Develop principles and procedures to help individuals manage and use personal data; increase information sharing among business groups and industry groups. Realizing a cashless payment economy through the development of electronic payment means. Government should continue setting targets on the rate of non-cash costs, test e-invoice projects. Improve safety and security in online payment through enhancement and synchronization of the chips in card payment gateways. They were digitizing personal identification: Creating favorable conditions for the electronification of personally identifiable information in the process of opening service accounts as well as preventing money laundering; researching and piloting the use of Personal Information Card (Individual Number Card); integrating the ability to identify personal information electronically into smartphone devices.

The Government should increase automation and improve the efficiency of business management and accounting (enterprise support departments): Increase the use of cloud computing technologies (cloud services) or cloud computing technologies. We use e-banking in enterprises, supporting SMEs to use Fintech technologies by introducing Fintech services and accompanying benefits.

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