Strategic Financial Growth: Strengthening Investment Management, Secure Transactions, and Risk Protection in the Digital Era

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Abstract : This paper will take a critical view of issues of investment management, secure transactions, and risk in the digital era. The Financial Services Industry is a product of the Information Technology (IT) revolution. The application of IT have had profound implications for how products are produced, how they're exchanged, who develops the new products, and how the old products are replaced. The current wave of technological evolution is changing the way in which financial services are produced and delivered. Developments in the World Wide Web sector have accounted for an expansion and strengthening of the online transaction sector, with a growing number of fully automated banking platforms. This transition has been accompanied by considerable public expenditures on new security technologies to protect it. Of particular interest in this context is the provision of data privacy and the prevention of fraud through secure transactions in order to bolster consumer and institutional confidence in the transacting financial markets.

This paper will consider investment management, secure transactions, and risk assessment for online activities in the financial sector. Technological advancements in the field of IT have allowed the financial industry to take advantage of networked computing, to automate trading decisions, and to trade very quickly and in large volumes. The financial industry can now use sophisticated high performance computer driven trading platforms. These developments have had a significant impact on the way banks, fund managers, and individuals trade currency and equity. To this day most financial orders are negotiated through people, often using voice linked dealing systems. This experience has decreased considerably due to the rapid growth of automated computer systems capable of almost instantaneous order placement with the corresponding financial institutions. With appropriate technology and clear development the banks and exchanges alike can now record at high frequency virtually all transactions that occur in the financial market. Furthermore, several data vendors are now selling high frequency data in relatively cheap and easy to work formats, essentially lowering the barriers to entry in this field. Some people consider these characteristics to be sufficient to classify financial data (specifically price data) as "Big Data".

Keywords: Digital Investment Strategies,Portfolio Diversification,Cryptocurrency Security,Blockchain Technology,Risk-Adjusted Return,Secure Payment Systems,Financial Data Encryption,Asset Allocation Models,Financial Cybersecurity,Smart Contracts,Hedging Strategies, Artificial Intelligence in Finance,Risk Management Frameworks,Decentralized Finance (DeFi),Regulatory Compliance in Finance.

1. Introduction

Digital technology has brought about a quantum leap in all aspects of finance. Mobile technology plus the internet has made instant interaction across the globe possible and existing processes easier than ever. The finance sector, which deals with virtual data, has coupled naturally with the digital tech revolution. Sometimes called Fin-tech, this form of technology has helped provide individuals with the means to conduct cashless transactions, storing and borrowing money through gadgets and the internet. Every Bank and financial company now offers digital facilities to its clients. Large transactions, investments or trading require calculating instruments, thus Computers are employed by finance people. But with higher competition and market risks call for a need of vigilant financial management. The smaller budgets and tasks can only be managed effectively if one is engaged with micro-financial analysis and related tools.

To strengthen the investment management financial consulting and strategic investing services must be taken to ensure prosperous capital handling and profitable investment plans. Protecting financial undertakings is imperative to grow. Strategies should be checked and revised; assets should have to be saved from litigations or defaults, and profitability should be ensured. This might be an inclusive package requiring asset securitization, expert forecasts, financial warranties and insurance protection consultancy. For any business, personal or official dealing concerning funds keeping the transaction safe is the vital component. The increasing monetary transactions through digital means call for secure financial transfers. Shipping invoices for online purchases is the main means of transactions. Credit and Debit card dealings are also increasingly popular, thus informative management of financial accounts has become more demanding. Ensuring secure finance undertakings calls for robust bank statements and related security methodologies. The controlling of bank accounts concerning a purchase or when borrowing money is an open concern. Properly maintained accounts here guarantee secure withdrawals and avoid fraud. For the aspiring ones to become financial assistance in these aspects is elementary. Taking services from finance professionals can secure individual as well as corporate fiscal undertakings.

Fig 1: Strategic Financial Investment Management

1.1. Background and Significance

Today, like many other industries around the world, economies move toward cashless societies represented by digital platforms. In this process, however, the financial sector is facing new challenges to maintain its growth and stability. In parallel with the use of emerging digital technologies such as data mining, artificial intelligence, and cyber physical systems, new job descriptions will be opened other than the current ones. In addition to information technology experts, the financial sector will need experts in data cryptanalysis, algo-trading, block chain technologies and data protection policy, etc. In this context, this work investigates and points out key factors to maintain and strengthen the financial growth through Interdisciplinary Systems of Priority Analysis Tool in Calculating the three scenarios for Risk and Investment Data-Enhanced Decisiveness of Financial Growth on Online Financial Transaction Security and Prospective Security Technologies of Central Banking System. Moreover, financial intuitions in general and the central banks in particular will need advanced security technologies to protect their daily transactions worth millions or billi ons of dollars in terms of the large quantities of the transaction value and volume against the transaction risks on physical and digital platforms. As part of addressing these issues, the Interdisciplinary Systems of Priority Analysis Tool has been developed, and for the promotion of small and medium-sized enterprises in the field of cyber security, an automated Cost-benefit analysis and Budget impact analysis tool has been developed.

Equation 1: Investment Management

$$P(t) = P_0 \left(1 + \frac{r(t)}{n}\right)^{nt}$$

Where:

- $P(t)$ = Portfolio value at time t

- P_0 = Initial investment

- $r(t)$ = Average rate of return (which may change over time, t)

- n = Number of compounding periods per year

- t = Time in years

2. The Digital Financial Landscape

Technological evolution, particularly the development of the internet and associated e-commerce technologies, is transforming the way financial services are produced and delivered. Financial institutions are greatly affected by these developments since the delivery of financial services is moving towards an increasing multitude of alternative channels and away from the traditional bricks-and-mortar channels. At the same time, as well as financial institutions, corporations, governments, and ultimately entire national economies share the opportunities and threats stemming from digitisation and e-commerce on financial transactions. This commercial environment would become increasingly de-regulated, liberalised, global, and high-competitive; thus focusing on new tools and methods would be crucial in order to provide efficient and reliable electronic transactions.

E-commerce is growing exponentially driven by the worldwide spread of the internet and broadband, the assurance provided by certification authorities and digital signatures as well as the efforts of companies in the development of advanced encryption technologies for secure transactions. Moreover, the development of easy-to-use e-commerce platforms has allowed small and medium-sized enterprises to potentially compete with bigger companies. Nonetheless, as the methods of delivery of financial services have changed, so have the risks involved in doing business. Internet users sending personal and proprietary data are increasingly at risk concerning the information they send across the internet.

ASYMMETRIC CRYPTOGRAPHY CRYPTOGRAPHY, usually described as the science and art of secret writing and coding, has a very long history, with its origins dating back to that time. Asymmetric Cryptography, also known as Public Key Cryptography (PKC) is the most powerful and flexible type of cryptography and it represents a significant evolutionary step in the field of cryptology since for the first time the concepts of privacy and non-repudiation can be achieved simultaneously. It is based on the discovery of one-way functions, by two of the most experienced scholars of this discipline, the duo Whitfield Diffie and Martin Hellman, in 1976.

Critics of commercial behaviour on the internet underline their concerns about information privacy especially in view of the burgeoning electronic data sets that are accumulating in corporate and government databases. It is widely accepted that as a result of consumer's concerns regarding online privacy, many customers are reluctant to transmit any confidential and financial data across the net. Therefore, banks and other financial institutions should design their internet-based financial products either in order to establish mutual trust with their clients or by investing in the development of advanced technologies that would ensure the confidential transformation of the financial information.
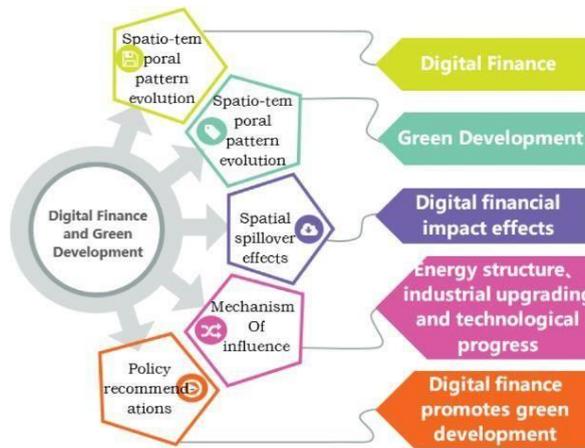

Fig 2: Digital Financial Landscape

2.1. Research design

This thesis presents the findings of the transactional growth research project, Designing for Trust, which took place in the digital experience design department of the Bank of Montreal. The goal of the project was to develop a series of future theories on digital financial product experiences and the need it feels to be trusted; these theories will enhance the understanding for digital financial product teams, helping to inform strategic decision-making when handling investments.

The project was made up of four research stages, representing sophisticated pictures of the mutual development between customers and innovations in digital financial products. The first research stage informed the development of research questions for field study and involved reviewing published research across academia and the industry. A broad range of publications were reviewed. The project's contribution to the broader understanding of the intersection of financial growth and future digital experiences is outlined.

3. Investment Management in the Digital Age

The digital age has changed many different aspects of day-to-day life, and investment management is no exception. In the past, an investment adviser was a person you met face-to-face to discuss investment strategies. However, in the digital age, this concept has been expanded to include digital investment advisers: platforms that provide investment management services online or through a mobile application. This shift toward digital investment advice is likely occurring for a few reasons.
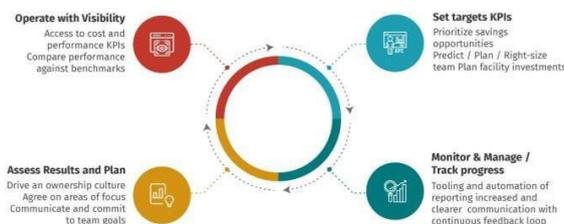

Fig 3: Investment Management in the Digital Age

3.1. Emerging Trends in Investment Strategies

Investor wealth is directly proportional to industry performance, and both are greatly impacted by macroeconomic conditions. It is vital for insurers to have a clear understanding of any economic fluctuations, and to develop the capability to swiftly make the necessary adjustments to investment management in order to adapt to new conditions. The equity-based strategy invests in international equity ETFs from the US, Canada, Eurozone and Japan, and adjusts the allocations every month between the equity ETF with the best reliability score in near-quarterly and quarterly momentum indicators. The results show that the strategy is able to beat a 60/40 stock/bond benchmark. Additionally, it is revealed in the analysis of the 16 major world macro cycles that the strategy is able to act as a performance enhancer whenever the macro trend does not lie in the bands where the broader benchmark is invested, granting potential further benefits in terms of downside protection and maximum drawdown.

3.2. Impact of Technology on Investment Decisions

Technological advancements by firms facilitated by innovation in management techniques and financial markets have bridged geographically distanced imbalances and imbalances between less financially endowment and financially richer firms with the help of stakeholders' foresight and rapid advancement in internet security firewall systems. As manufacturers' decisions to invest for cutting-edge technology scale up with firm size, market share, and product diversification, a structural equation model of the multiple group and stakeholder satisfaction is used to reveal the effect of financial and non-financial innovation (FI and NFI, respectively), considering the internet warmth as firewall size and thickness as the firewall properness of the firewall back and front. Trade-related investments, connectors, product clones, and export-dependence raise FI and NFI. NFI and air transport-orientation increase information technology e-investment allocation and the fit-tech frontal guard as a satisfaction simulator hindering the lowest product innovation (FI-based market novelties). But at the same time, it sharply promotes bouquet innovation, considered a 21st-century industry solution and, thus, hampers the feasibility of present EU and national stakeholders' investment policies. While like-FI inducement positively affects bank credit firms, paradoxically, a significant crowding out of FI occurs under the conjunction of air-transport-orientation and internet warmth.

Equation 2: Risk Protection

$$S = \frac{r_p - r_f}{\sigma_p}$$

Where:

- S = Sharpe ratio (risk-adjusted return)
- r_p = Portfolio return
- r_f = Risk-free rate (such as government bond returns)
- σ_p = Standard deviation of portfolio returns (risk measure)

4. Secure Transactions: Ensuring Trust in Digital Finance

Investment management is the key to financial growth. People need to grow just as their money does, and in today's era, a secure financial environment is hard to come by. That's what investment management comes in. It helps with actively managing assets, turning possibilities of financial growth into realities. Unfortunately, lots of people don't know how or don't have the time to manage investments, so companies help teach, draw up plans, and oftentimes just do the hard work for them.

Secure transactions are the most important principle in digital finance. In today's modern society, you don't often see real money being exchanged; rather, just a series of complex numbers barred by security. And what's keeping the average joe from hacking those numbers out of the control center? It's the trust in the systems that store those complex numbers and the agreements that go with them. Trust is hard to come by these days. In nearly 10 years, digital transactions have surged 100-fold, and since 25% of all cashless transactions are in the form of fraud, trust is as scarce as ever. Nearly 84 million fraud cases are reported each year. Facilitating this kind of security is impossible. However, just outstanding that your system can do that and gaining the trust of your consumer base puts you miles ahead.
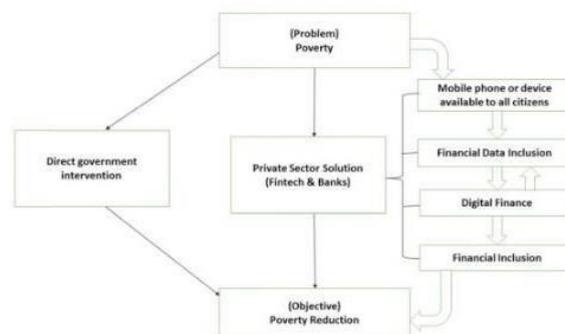

Fig 4: Digital finance on financial

4.1. Blockchain Technology and Its Implications

The safety and security of investments and transactions have become of paramount importance with the advent of digitalisation, especially if we consider the growing involvement of stakeholders in both public and private settings. Blockchain technology has the potential to enable secure transactions while at the same time making counterfeit actions easily detectable. Many investment advisers have already identified cryptocurrency and blockchain technology as an unparalleled means of devising investment plans that lie outside the existing legal framework. It is also believed that these advisers are working with fintech companies and vanguard financial institutions in the process of creating diversified and secure blockchain-based plans.

Indeed, the impact of blockchain technology (BT) on financial transactions is reviewed herein; each facet is discussed from the legislative, ethical, and operational viewpoints. A report strikingly forecasts that BT will comprise 10 percent of the global gross domestic product (GDP) by 2027. The robustness of BT is demonstrated. Open issues that confront the broad adoption of blockchain technology—especially in the financial industry—are also discussed.

4.2. Cybersecurity Strategies for Financial Transactions

The key goals of the strategic expansion are incurred contingency profits from financial investments, trade enhancement from digital trade, and safeguarding all growths in some procedure. In view of these aims, contemporary advances in financial spreadsheet planning, invulnerable on-line transactions, and IT system security are presented. The discussion starts with an introduction within the strategic intentions.

According to those indications on these business goals, investment management policies are processed so that the most residual wealth is obtained under transaction expenses and several other restrictions. Even although financial profits are incurred, some investments are considerably postponed in the decentralized marketplaces due to the unreasonable risks or expenses. Then, the trades are processed by the profit and failures and these histories. First, the highly liquid investable assets are suggested and selected. Next, this trading volume is restricted to the trade and a recent on-line trading system suitable for residual income is demonstrated. Furthermore, these important IT strategies are growing and protecting these investments and trade growths are presented. However, this business cannot grow over a certain percent of threshold by generating these fixed gatekeepers or the firewall standards on some investment profits and the on-line trades. This simplified investment matching marketplace scenario is introduced which abstracts many features in the current financial marketplaces. In this underlying marketplace, investors can continuously suggest buy/sell requests. Given the requests, these market matching systems aim to charge as sufficient residual wealth as possible in a reasonable time. The residual wealth here is defined as income minus expenses and a high net return is preferable. All the trade transactions operate within the on-line system with some prescribed transaction expenses and restraint portfolio size. These marketplaces are well known to both investors and these market keepers and each investor can access the residual wealth at the end of each fixed period.

5. Risk Protection in Investment Management

The asset management sector, and more specifically investment management companies and depository banks, portray a sustained gross premium income expansion. This is revealed by an in-depth scrutiny of each segment within the asset management sector. Rising pollutant risk and direct investor activity heightened at a swift pace, driving marked hazards that may in comparison result in a flood of court cases and regulatory penalties.

Risk protection in client representation activity is examined within the frame of the French asset management industry. A French asset management company is legally held to represent the funds and interests of each of its funds. Nevertheless, under the pressure of competition, some of these companies tend to disregard the segregation principle by demeaning the most favorable solution principle which provides that clients' orders can be combined either by allowing for gross as well as netting combinations or only allowing for netting combinations. Agencies that have abrogated the segregation principle will encounter significantly higher direct pollution risk as they have neither the capabilities nor the incentives to execute the individual instructions within the required best terms.

Fifteen years ago, risk management was an obscure concept in the financial services industry. The term itself was equated with speculative trading, especially in the aftermath of the Penn Square Bank failure. Over the past decade, both this industry and the overall environment have undergone significant changes and financial markets have been deregulated. Awareness of, and interest in, risk management has increased and today it is an accepted management field pursued by many financial services companies, irrespective of their size.

Fig 5: Financial Risk Management

5.1. Identifying Financial Risks in the Digital Era

The digital transformation of business processes, including cash circulation is one of the main trends in the development of the modern financial system. The Digital Economy Program until 2024 provides for the increasing of its share up to 60% with ensuring security and the development of financial markets. Maintaining financial system stability is a necessary condition for the implementation of the plans indicated in the Program. The problem of ensuring the security of business processes in a rapidly changing environment requires a systematic approach and the use of modern mathematical methods. Therefore, the issue of an integrated assessment of financial risks and the formation of the optimal portfolio of management

measures in this regard is relevant.

Having set the goal of the safety and sustainability provision of the economic systems, specific financial risks analysis was used. Along with the traditional financial risks (credit, market, and operational), risks of breach of private data integrity, confidentiality, and availability, risks of illegal incomplete payments that could be performed inadvertently, risks of vital services and infrastructures disruption were examined. These examined groups of risks make a significant part of the core financial services and interbank relations, including interbank settlements. The strategy of the potential tactics and measures arsenal formation for all specified kinds of financial risks prevention, management, and (or) diminishing was defined.

Now, environmental and resource issues must be taken into account due to the emergence of the ecological modernisation approach. Additionally, a new economic structure and a new way of producing and consuming goods and services have paved the way for economic ideology. Considering that companies and governments are currently entering the digital era, it is aimed to determine economic impacts that have not been taken care of by financial literature before.

5.2. Risk Mitigation Strategies

For risk, it is important not only to create a risk management structure, but also to ensure effective risk measurement and control. Set a clear limit for risk exposure, and when the sum of the risk over each limit item exceeds a certain level, it equips a price system that triggers the control of risk exposure, such as the closing of all positions. Apply risk management technology for the key financial instruments that are often used, and that generate risk. In the context of investment management, the applicability of stop-loss order operating system and risk level comparison system for the foreign exchange margin trade is currently being exercised. Another approach important for risk management technology is the development of analytical tools for unstructured investment. In general, when systematizing a new area, one begins by creating a tool to support the subjective judgment of the expert and slowly automates the system as a parametric model of decision-making and knowledge. An analysis tool for bonds and credit should contribute to both investment and banking business, especially in the firm responding to changes in the interest rate of the yen or the floating exchange rate of foreign currencies. In particular, the greater the number of contracts and underlying items, the stronger the request for the development of an analytical tool on a weapon of information, and as a first measure, development of demand estimation model technology which uses the option evaluation model, and extrapolation It is considering the development of a finance situation evaluation system for use. On the other hand, as simple and easy-to-use public tools prevent users from taking risks, hence there is a need to enhance comprehensive thinking with savvy systems. When this methodology is supported by information technology, it may enhance the strategic competitiveness and even the survival capacities of financial services companies.

Equation 3: Combining the Three Factors

$$G(t) = \left(P(t) \times \left(1 - \frac{C_{\text{transaction}}}{P_0} \right) \right) \times (1 + S)$$

Where:

- $G(t)$ = Overall financial growth at time t
- $P(t)$ = Portfolio value at time t (from the investment management equation)
- $C_{\text{transaction}}$ = Cost of secure transactions (from the secure transaction equation)
- P_0 = Initial investment (used to normalize transaction costs)
- S = Sharpe ratio (risk-adjusted return, from the risk protection equation)

6. The Role of Artificial Intelligence in Financial Growth

Digital era dictates personalization in all segments of the economy, and with a shift of generations on the investor stage it is expected that areas which have not been significant in the past are becoming market growth points. With a combination of the personalization of investor relations and the full digitization of the service, taking care about the financial education of potential customers, it is possible to contribute to the development of the relatively undeveloped sector of investment funds in Croatia. Although artificial intelligence has been the subject of research since the 1950s, significant advancement in the field has been made only in recent years. The availability and diversity of data, accessibility of computing power and cloud computing together with the advances in the machine learning algorithm made it possible to develop and apply artificial intelligence solutions rapidly in various industries ever since the last decade, with the financial sector, as well as the investment management sector niche in this sector, which is ahead of others. Both large corporations and start-up companies enter the market with business models based on various modern technology platforms, such as the technology platform supported by artificial intelligence. The services offered by these companies are very attractive to customers, so according to forecasts the assets managed by these companies will be doubled by 2020, which is a year earlier, and their annual growth rate could reach 20%, which is significantly higher than currently observed. In order to further develop and improve business, it is necessary for already present companies on the Croats market as well as for potential new market participants to create their development strategies that will in the best possible way exploit digital transformation and the development of artificial intelligence technology. Simple algorithms like the moving average or the Markowitz set module are no longer competitive in today's asset management world. Due to the increasing capabilities of computers and thus a greater ease of backtesting investment strategies, it becomes more difficult to create innovative strategies that will bring superior returns. The application of machine learning algorithms that function according to the principle of artificial intelligence in the investment management sector is increasing and will very quickly become necessary in order to remain competitive on the market.
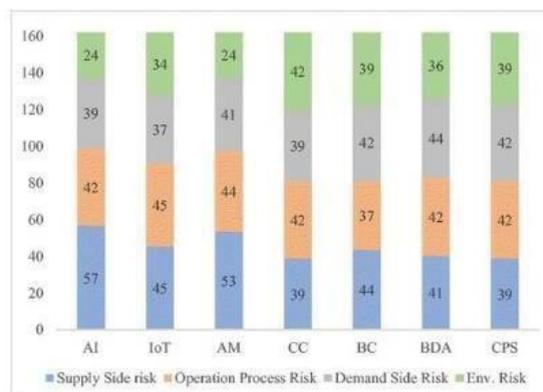
Fig : Investment strategies in Industry

6.1. AI in Investment Decision Making

The development of the economy, as well as the growth and modernization of investment products have increased the need for investment funds in the last decades. With the development and advancement of the capital markets, individual investors have become less inclined to invest directly in financial assets. It creates a need for professional investment services, which are tied to the sophisticated investment process and require a high minimum investment amount of liquid assets. Under these conditions, investment funds have a key role in the development of the capital market, which primarily channels the savings of individual investors into investments and balances the markets. There is a need to introduce legislative changes and create the necessary conditions for the growth and development of the sector of investment funds in Croatia. To ensure the complete freedom of action in achieving these goals, it is necessary to build a significant competitive advantage in relation to other participants in the capital market. Professionalization, personalization of investor relations, and full digitization of service, along with the financial education of potential customers will be accentuated.

Artificial intelligence is a broad category of algorithms, machines or computer programs, which in principle have the capacity to operate autonomously and are designed to mimic human cognitive functions. These functions include the ability to learn from past experience, generalize this knowledge to new tasks, reason under uncertainty or make sound judgements over complex problems. The term artificial intelligence has been in the limelight since. Although the topic of artificial intelligence has been a long-standing one in the scientific community, it has only seen significant advances as a field in the last few years. Some of the most pivotal developments have been in the availability and diversity of data, greatly increased accessibility of computing power and the advent of commodity cloud computing, likewise the maturation and refinement of machine learning algorithms. These factors have made it possible to apply artificial intelligence solutions in a range of industries, with the financial sector leading the charge.

6.2. Predictive Analytics for Risk Assessment

In the digital era, a growing number of businesses have been adopting data-driven techniques in order to achieve a competitive advantage. In the particular case of the financial sector, massive amounts of financial and economic data are collected and analysed on a daily basis, leading the way to the development of financial analytics services. Such services include, but are not limited to, profit or loss monitoring, market signals, predictions, automated trading, and many others. Apart from data-driven techniques, data-intensive financial services often involve the use of sophisticated meta-algorithms that aim at integrating analysis and predictive models into financial planning, investment or market strategies. Computational aspects of complex financial services and modelling techniques have attracted substantial interest and a detailed review of the relevant literature is made. From a high perspective view, data-intensive financial services can be separated into four well-defined categories: (i) Services to be provided by financial organisations, (ii) Algorithmic services targeting financial organisations, (iii) Services for investors and the public and (iv) Services targeting upcoming financial analysts. Subsequently, the typical computational problems that arise in each of these four categories are discussed. To the best of knowledge, the distinguishing categorisation of computational approaches and modelling techniques within the financial analytics sector has not been addressed to date.

The subject-matter of high-performance financial service analysis is framed by grouping academic research into two broader categories: (i) those concerned with services to investors (categories (i) and (iii)) and (ii) those concerned with the algorithmic aspects of financial analysis (categories (ii) and (iv)). The first category of services harbour research concerning data verification, the evaluation of investment risks, financial performance and strategies, and portfolio modelling and optimisation. The second category of services include work on the development of trading strategies, computational approaches and new models. The market gateway, end-of-day stock prices and real-time financial news have been additionally utilised whenever needed. Roadmap and methodologies evolve in subsequent investigations. The implementation of massively parallel processing schemes based on the recursive treatment of multi-period portfolio models and the examination of high-resolution risk analytics aimed at the quantitative assessment of operational risks are detailed. Particularly, attention is given to the development of a flexible inverse adaptive fuzzy inference model designed to discover, describe and forecast the evolution of tAhe operational value at risk (VaR). The improved measurement capabilities of the high-resolution risk analytics are then employed to design and carry out a practice-based analysis aiming to illustrate how the computational approach may help financial institutions in devising and enforcing strategies and controls so as to significantly enhance the safety and soundness in operation.

7. Conclusion

The future of global finance is digital, and opportunities clearly abound. The digitalisation of services is regarded as a major and prime stimulator for global growth, trade and sustainable development. For citizens, it yields substantial benefits, such as easier access, lower prices and improved efficiency. And digitalisation in finance is certainly playing a big role, allowing financial services to reach the citizen on a widespread and cheaper basis. It helps integrate Europe, bridging gaps between countries and regions, particularly between large corporations and SMEs, between the old and the young. The positive impacts of digital finance are many. Consumers will largely benefit from the advantages of an integrated payment and social network, while Internet-based banking will offer investors an easier and cheaper way of gaining access to financial services. By offering analytical and management tools, agnostic of the bank and the account, consumers will gain increased control over their finances. Importantly, due to enhanced

competition among financial institutions that are now competing in the same retail market, service costs will also drop. Despite these opportunities and benefits, the digital channel also raises a few serious concerns. It massively aggregates consumer data, as transaction and personal details are confined in the same digital device. This data is highly attractive to cybercriminals, and data leakage can be disastrous to the consumer and the financial industry. The scope of cyber-attacks is also increasing, involving more sophisticated threats. New incoming regulations are crucially important to permit the consumer to pay or to be paid directly through his/her bank account. Yet, while implementing a simple payment process in Europe, much attention should also be put in protecting it from risks and cyber threats. The regulation clearly addresses the need for a safer European retail market for many years; protecting against abuse and fraud, in particular against sophisticated frauds. It states that PSP's shall adequately protect sensitive payment data, by ensuring that appropriate measures are in place, such as encryption, to guarantee the secure transmission of data from the payer to the payee. It prescribes the monitoring of security measures, to prevent, detect, and block fraudulent payments. The RTS on SCA support the principle of cooperation between PSP's, effectively concurring to achieve a common growth of cyber risks awareness. This orchestrated effort would allow learning from ongoing threats and stimulating their mitigation, and also allow creating proper anti-fraud measures, providing guidance on minimum effective practices. Delays for a safe implementation of the new process are required to avoid threats of cyber-attacks on a unique vulnerable objective.

7.1. Future Trends

As in every other aspect of human life, in the financial sphere digitalization is swiftly setting in. Fintech may be considered as a possibility of an automated portfolio management service that is performed by technological means, minimizing asset management human factors. That is quite convenient for the user, because it automatically adapts to a retail or professional approach of the main purpose of the user and provides some services like ensuring risky transactions, while some unmentioned features allow overlooking some small transactions to which it would be unnecessary to pay too much attention. The same goes for startups, which are not loaded with vasps and unsecured blockchain harboring too few larger clients, indirectly offering service providers and large companies over the largest clients, for which only the security of blockchain matters. Even the slightest international transaction initiates mountains of paperwork, since security is the main financial goal rather than the client-firm relations. That is why European tech-fi is a step ahead in the competition with the developing world while being already adapted to it, making a sort of a stepping stone between the two. There is no need to take the initially false initiative of extensive integration, since the foreign investors have consequently pulled out, and the same is advised. It is way easier and safer to have just enough of the rest of the world integrated while being still slightly ahead regarding the pace of technological progress to ensure a safe jump into ensuring maximal competitiveness. Console world corporations, the greatest menace, are sinking in the trade war. The main focus should be on the others, since big fish is not to be eaten in just a few bites. It may be at minimum be expected that the initially forthcoming quarter of a century will indisputably determine which tech-fi spare is to rightfully dominate the future cyber finance as the sole elitarium of the entirety of economic life. With this end of mind, take the pertinent steps judiciously. The main aspects of the future are increasingly heterogeneous integration, harmonized business platforms, strengthened security and inviolable automation of the entire process.

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