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A Study on Fintech Startups: Innovation vs Sustainability

Dr. Sunitha B K, Dr. Sachin Parappagoudar, Sennila M S, Vijaylaxmi S Hangaragi, V Sowmya Sree, Thammana Vivek, Shaswat Agrawal

Centre for Management Studies- Jain University
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ABSTRACT:

The rapid rise of FinTech startups has revolutionized the financial industry, driving innovation through digital payments, blockchain, and AI-driven financial services. However, the increasing emphasis on sustainability raises concerns about the environmental, social, and governance (ESG) impacts of these innovations. This study explores the complex relationship between innovation and sustainability in FinTech startups, analyzing whether these companies can balance technological advancements with sustainable business practices. Through a mixed-method approach, the research examines case studies, regulatory challenges, and consumer perspectives to identify key strategies for integrating sustainability without compromising innovation. The findings highlight gaps in the current ecosystem and propose a framework for aligning FinTech growth with sustainable development goals (SDGs). This study contributes to the growing discourse on responsible innovation in financial technology, offering insights for startups, investors, and policymakers.

KEYWORDS: FinTech startups, Innovation in financial technology, Sustainable FinTech, Green finance, Environmental Social Governance in FinTech, Regulatory challenges in FinTech, Consumer trust in digital finance, Blockchain for sustainability, Financial inclusion through technology, Responsible innovation in finance

INTRODUCTION:

The World Bank claims that more than 1.4 billion adults are not making use of banking solutions and therefore there is a dire need of creating effective financial services. FinTech is one of the most important factors that facilitates these people's inclusion to economic activities, however, there still exists a haven't of adoption gap , This research paper explores the dual imperative of innovation and sustainability within the FinTech sector. It aims to analyze how startups can maintain a balance between driving forward new, cutting-edge financial solutions while also embedding sustainable practices that address long-term societal and environmental concerns. Ultimately, it will examine whether FinTech startups can successfully integrate innovation with sustainability to not only survive but thrive in an increasingly conscious global economy. The purpose of this research is to study the gaps in literature on Integration of innovation and sustainability , Consumer perspectives, Case studies for successful integration and Regulatory challenges.

TOPIC EXPLANATION:

- FinTech Startups: companies using technology to provide innovative financial services, enhancing efficiency and accessibility in the financial sector.
- Sustainability: Sustainability in FinTech refers to the integration of environmental, social, and governance (ESG) principles into financial technology practices, products, and operations.
- Innovation: The creation and implementation of new ideas or methods that improve efficiency, effectiveness, or value in products, services, or processes.

LITERATURE REVIEW:

FinTech has grown at a tremendous pace, changing the financial sector with innovation on one hand and sustainability challenges on the other. FinTech startups exist in an ever-changing environment where technological advancements like blockchain, artificial intelligence (AI), and decentralized finance (DeFi) increase financial efficiency and inclusion. Yet, sustainability issues, such as regulatory adherence, risk management, and environmental, social, and governance (ESG) factors, continue to be imperative. This review aggregates studies on the trade-off between FinTech innovation and sustainability, its relevance to startup resilience, regulatory challenges, and research avenues.

FinTech Innovation and Its Impact on Startups

FinTech startups are built on technological developments to increase financial access, efficiency, and customer experience. Ali, Sirat, and Nurhaida (2024) discover that financial innovation is the most significant driver of startup stability, followed by risk management and monetary policy. Likewise, Goyal, Kaur, and Saxena (2024) identify mobile payments, blockchain, and robot-advisors as major drivers of financial inclusion and efficiency. In addition, Wieland (2024) identifies AI, machine learning, and blockchain as drivers of new finance, while also pointing out related regulatory and systemic risks.Sharma, Mishra (2024) and Jain, Gupta (2024) highlight the ways in which innovation through digital payments, decentralized finance, and Insurtech leads to financial inclusion and economic resilience. This growth, though fast-paced, comes with some risks such as the worry over data security and fraud, as highlighted by Imaningati et al. (2024) and Wijayanti & Sriyanto (2024). The need to mitigate such risks is based on a responsive regulatory policy that reconciles innovation with stability.

Sustainability in FinTech Startups

Sustainability is increasingly a problem for FinTech startups, especially in the application of financial innovation to ESG objectives. Hassan et al. (2025) investigate the roles that FinTech adoption and robot-advisors play in supporting sustainable performance, where green finance is an important mediator. Sharma, Gupta, and Taneja (2024) also discuss the role of FinTech in small business sustainability, noting its role in resource management and financial health. Hasan et al. (2024) highlight the significance of AI, blockchain, and big data in monitoring ESG indicators and ensuring transparency in sustainable finance.Kartika and Budiyanto (2024) illustrate the way FinTech innovation supports the sustainability of businesses in the banking industry, as strategic planning has a moderating effect. Joshi and Karmacharya (2024) are supported by their finding that the synergy between FinTech, green finance, and Nepalese financial institution innovation in promoting transparency and environmentally friendly investment is paramount. Li et al. (2024) move this debate forward to urban sustainability, showing the role of FinTech-led green finance and smart city projects in carbon emission mitigation.

Regulatory Challenges and Risk Management

With FinTech startups innovating at the edges of financial services, regulatory issues related to consumer protection, fraud prevention, and financial stability remain. Wieland (2024) offers Estonia's regulatory strategy as a benchmark for achieving technological innovation while managing systemic risk. Likewise, Wijayanti and Sriyanto (2024) discuss regulatory measures like sandboxes and licensing regimes to maintain FinTech stability without suppressing innovation.Regulatory loopholes and moral issues also influence FinTech's contribution to sustainability. Arshi et al. (2024) write about the capabilities of AI and blockchain in strengthening ESG reporting and stakeholder dialogue and how they pose risk concerns with data security and ethical adherence. Jain and Gupta (2024) emphasize the influence of regulatory guidance and intersector cooperation in optimizing FinTech's potential contributions to sustainability, stressing the importance of transparent policies incorporating green finance principles.

The Role of Green Finance and ESG Integration

Green finance plays a pivotal role in bridging the gap between FinTech innovation and sustainability. Studies by Sari et al. (2025) and Ferraro et al. (2024) indicate that while FinTech's role in sustainable finance remains underexplored, it has immense potential in green investments and ESG-driven financial products. Hasan et al. (2024) further elaborate on how AI, big data, and blockchain facilitate transparency in green project funding and carbon tracking.

Neobanks, as digital-first financial institutions, have also contributed to sustainability by reducing carbon footprints and promoting paperless operations (Amon et al., 2024). Similarly, Jain (2024) and Alsadoun & Alrobai (2024) highlight FinTech's influence on green innovation, clean energy access, and sustainable investment strategies. Dunbar, Sarkis, and Treku (2024) provide case studies on FinTech firms like Ecoligo and Sustainalytics, demonstrating how they drive responsible investing and clean energy financing through accessible ESG data platforms.

FinTech's Economic and Environmental Trade-offs

As FinTech facilitates economic development and financial inclusiveness, it also potentially enhances greenhouse gas emissions. Razzaq et al. (2024) evaluate the twofold influence of FinTech on economic growth and CO2 emission with a focus on the development of policies reducing ecological threats in concert with driving economic growth. In concurrence with Yu and Li (2024), Razzaq et al. consider spatial inequality in regional contribution towards sustainable development of FinTech to depict how the environmental impact varies under marketization as well as using green technology.David et al. (2024) take this analysis to China, where FinTech drives R&D spending, digital payments, and AI-based financial solutions toward green finance efforts and risk management. Shan et al. (2023) investigate the place of FinTech innovation in BRICS nations, highlighting how resource optimization and high-skilled labor are necessary for sustainability in emerging economies.

Future Research and Policy Implications

Despite FinTech's transformative potential, gaps remain in understanding its longterm sustainability impact. Studies by Sanyaolu et al. (2024) and Wicaksana (2023) emphasize the need for further research on FinTech's regulatory adaptation and financial literacy challenges, particularly in developing regions. Additionally, Miralles-Quirós et al. (2024) explore how investors perceive sustainable practices in FinTech firms, noting that market valuation depends on disclosure standards and assurance mechanisms.

Vimal and Kumar (2024) and Thapliyal et al. (2024) underscore the need for deeper integration of FinTech into sustainability frameworks, particularly in green finance and environmental project financing. The research by Jia et al. (2024) highlights the potential of FinTech in sustainable supply chain management, calling for stronger governance mechanisms to ensure ethical financial innovation.

Fintech, DeFi, and Sustainable Banking

Bojadzievska Danevska (2023) examines two major post-2007 Global Financial Crisis banking trends: the emergence of DeFi through Bitcoin and distributed ledger technology and the increasing emphasis on sustainable banking via ESG principles. This study bridges the gap by analyzing how fintech facilitates sustainable banking practices. Similarly, Fatima and Carè (2023) investigate the transformative impact of fintech and DeFi on financial services, addressing financial inclusion, poverty alleviation, and environmental sustainability while mapping research evolution in these domains.

Fintech Disruptions in Traditional Banking

Sinha (2023) explores fintech-driven disruptions in banking, highlighting innovations like robo-advisors, blockchain, and digital payments. His study examines how these advancements redefine financial services. Shahid, Islam, and Deme (2023) focus on financial development, fintech, and environmental sustainability, showing that while fintech and market efficiency correlate with higher carbon emissions, green technological innovations and better financial access support ecological sustainability. Their study extends this discussion by concentrating on Asian economies with advanced econometric models.

Mobile Technology and Neobanks

Virani and Pathak (2023) highlight mobile technologies like blockchain, AI, and data analytics in fintech growth, using India as a case study. They show how mobile penetration accelerates fintech adoption, reshaping services like lending and insurance. Similarly, Amon, Jagrič, and Oplotnik (2023) explore how neobanks reduce environmental footprints, promote financial inclusion, and foster innovation through AI-driven financial literacy tools while addressing concerns about energy use and digital literacy.

Fintech's Role in Green Finance

He et al. (2023) discuss fintech's role in sustainable banking, focusing on credit modeling innovations and green credit distribution. Their study presents a Ushaped relationship between fintech development and green credit volumes, showing fintech's potential in optimizing risk management and resource allocation. Gupta and Chaudhary (2023) analyze fintech's sustainability role in fostering a circular economy and ESG impacts while acknowledging challenges like energy consumption and regulatory uncertainty.

Fintech and Carbon Emission Reduction

Wang et al. (2023) provide empirical evidence on fintech's role in reducing corporate carbon emissions (CCEs) through improved energy efficiency and green innovation. Their study explores fintech's varying impacts across industries, regions, and ownership structures in reducing carbon footprints. Meanwhile, Hidayat-ur-Rehman and Hossain (2023) investigate fintech's role in sustainable performance, identifying green finance and competitiveness as mediators and digital transformation as a key moderator.

Regulatory Challenges and Future Implications

Singh and Johri (2023) highlight fintech's role in banking, wealth management, and e-commerce, driven by blockchain, AI, and machine learning. While fintech enhances efficiency and innovation, regulatory challenges persist. They stress the need for collaboration between startups, traditional institutions, and regulators for balanced growth. Similarly, Addy et al. (2023) examine fintech's integration with green finance, showing how data analytics and blockchain support sustainable investment platforms. These technologies help align investments with environmental goals, reinforcing data-driven sustainability as a key financial force

RESEARCH GAP AND FUTURE TRENDS:

1. FinTech Innovation and Its Impact on Startups

Research Gap:

While fintech technologies such as AI, blockchain, and digital payments increase financial inclusion and efficiency, the long-term stability of startups based on these technologies is underresearched. Further studies are required on the nexus between regulatory policies, risk management, and financial innovation in maintaining fintech startup resilience.

Future Trends:

AI-powered automation will increase financial advisory services, and blockchain adoption will increase transaction security and transparency. The convergence of decentralized finance (DeFi) with conventional financial systems will push hybrid financial solutions, transforming startup ecosystems.

2. Sustainability in FinTech Startups

Research Gap:

Current research emphasizes the contribution of fintech to ESG compliance and green finance, but few studies examine how startups reconcile financial sustainability with environmental and social objectives. There is also a lack of knowledge on how fintech can facilitate access to ESG data for small businesses and investors.

Future Trends:

Fintech solutions will be embedded with AI-based ESG scoring tools, making it more transparent for sustainable investing. Sustainable fintech business models like neobanks and green digital payments will gain further traction as awareness among consumers and regulatory support are enhanced.

3. Regulatory Challenges and Risk Management

Research Gap:

While regulatory sandboxes and licensing regimes are mentioned, few studies exist on the way fintech companies manage to operate across countries with differing regulations. There is a need for more research on how effective AI and blockchain are in fraud prevention without compromising on financial regulation compliance.

Future Trends:

Regulatory models will increasingly include AI-powered fraud prevention and compliance surveillance. Cross-border fintech regulations will adjust to support expanding fintech ecosystems, with more nations embracing Estonia's approach of balancing innovation and managing systemic risks. 4. The Role of Green Finance and ESG Integration

Research Gap:

There is scarce evidence of how fintech-led green finance affects investor attitudes and funding for sustainable projects. There is also a lack of studies examining the participation of neobanks in encouraging green financial habits.

Future Trends:

Green bonds and ESG-focused digital investment platforms will come to the forefront. Carbon credit trading based on blockchain and impact investing based on AI will reach mainstream, connecting fintech to the objectives of climate action.

5. Economic and Environmental Trade-offs of FinTech

Research Gap:

Current research emphasizes fintech's two-way effect on economic development and carbon emissions, but more in-depth analysis is required on how fintech innovation can reduce environmental damage without hampering financial inclusion and digitalization.

Future Trends:

Green fintech products, including sustainable digital payments and AI-optimized resource allocation, will become more prominent. Policy-driven fintech products will aim to reduce ecological footprints while ensuring financial accessibility.

6. Future Research and Policy Implications

Research Gap:

Further research is necessary on the role of fintech in sustainable supply chain finance and its long-term effects on financial literacy in developing economies.

Further research is also necessary on investor attitudes towards fintech's ESG disclosures and sustainable finance programs.

Future Trends:

Fintech will power financial literacy with AI-driven learning tools and regulatory authorities will enhance ESG reporting norms. Blockchain and big data analyticsbased green supply chain financing will emerge as a pivotal fintech use case.

RESEARCH OBJECTIVES:

- To analyze and investigate the key drivers of innovation and role of sustainability in fintech startups
- To examine the challenges and tradeoffs between innovation and sustainability
- To propose strategies for fintech startup to integrate sustainability without compromising innovation
- To explore the regulatory frameworks required to balance innovation with sustainability management in FinTech

METHODOLOGY:

Research Design

The study uses an exploratory research design to examine the adoption, issues, and attitudes of FinTech solutions among a varied population of users. The study targets understanding the impediments to FinTech adoption, ethical issues, and user preferences, with the goal of delivering actionable findings for the FinTech sector.

Sample Description

The research was aimed at a representative sample of FinTech users, from teenagers (18 – 19) to elderly citizens, to get an overall picture of FinTech adoption among various age groups and population segments. The research employed convenience sampling, which can restrict the generalizability of the results. The sample size of 150 respondents, although adequate for an exploratory study, can

fail to capture the entire spectrum of FinTech users in India. The questionnaire was tested among a small panel of respondents to verify comprehension and reliability.

Data Collection

Data was collected through a structured questionnaire designed to gather insights on:

1. Awareness and understanding of FinTech among different user groups.
2. Key factors driving innovation and growth in the FinTech industry.
3. Perceptions of sustainability and its importance within FinTech.
4. Challenges faced by FinTech in balancing innovation with sustainable practices.
5. Consumer preferences and willingness to adopt sustainable FinTech solutions.

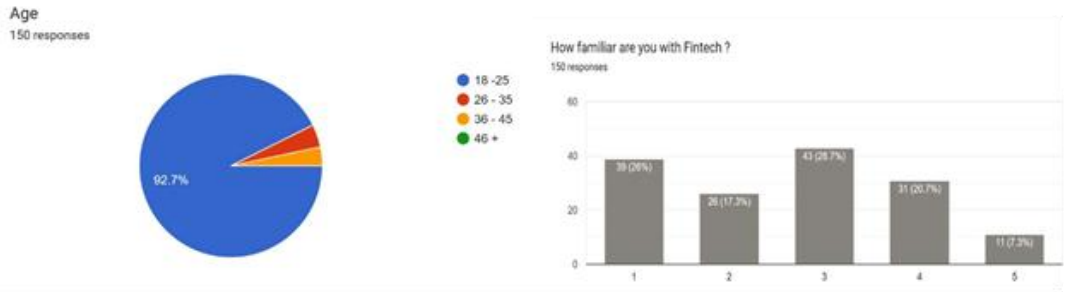
The questionnaire was distributed online, and responses were collected over a period of one week.

DATA ANALYSIS AND VISUAL INSIGHTS:

The findings of the survey offer important insights into fintech adoption, sustainability issues, and innovation hurdles. The data indicate that awareness of fintech is increasing, but there are a number of obstacles that prevent its mass adoption and integration with sustainability.

Demographics and Fintech Awareness

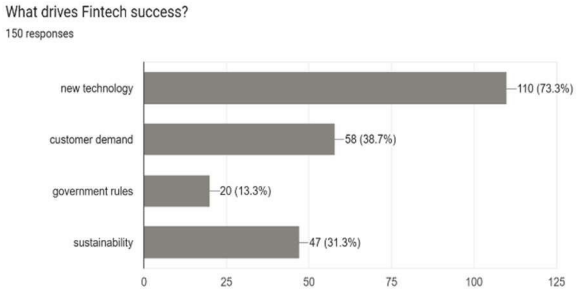
Most of the respondents (92.7%) are in the 18-25 age bracket, which means that young people are more interested in fintech discussions. Gender split is fairly even at 58% female and 42% male respondents. A high percentage (84%) of the respondents are also students, meaning that their views are less likely to be shaped by practical industry experience but more by education. Based on this demographic profile, fintech firms seeking to widen their outreach should target education programs and sensitization campaigns focused on young consumers. In terms of fintech familiarity, respondents mostly described their level of usage as moderate (28.7%) or low (26%), with only a limited percentage (7.3%) saying they are highly familiar. With regard to frequency of use, the majority of respondents (36.7%) use fintech services sporadically, and only 16% are regular users. The implication of these findings is that awareness of fintech does exist, but further initiatives are necessary to increase understanding and promote regular use.

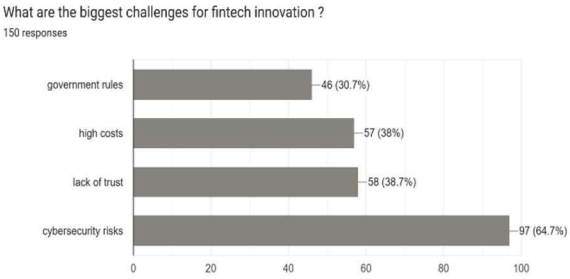


Key Drivers and Challenges in Fintech

Innovation continues as the greatest motive behind fintech success, where 73.3% cited new technology as the primary impetus for expansion. Customer needs (38.7%) and sustainability (31.3%) are also key to fintech growth but as a second, rather than as the main force. The research emphasizes that despite sustainability being emerging as a pressing issue, it still lags innovation as a focal point among fintech players.

In spite of the prospects for fintech growth, some challenges stand in the way of innovation. The greatest challenge is cybersecurity threats, as 64.7% of them ranked it as a significant challenge. Moreover, 38.7% hold the belief that insufficient trust in fintech services is an obstacle, and 38% perceive high costs as a limitation. This means that fintech organizations must move ahead with security measures, establish consumer confidence, and develop means of minimizing operational costs to facilitate adoption.

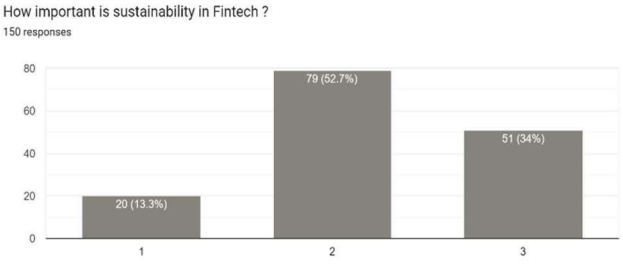


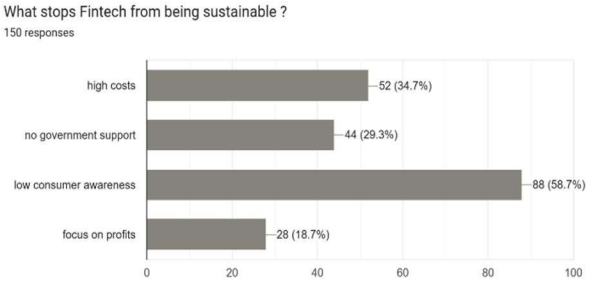


Sustainability in Fintech:

Most respondents acknowledge the significance of sustainability in fintech, with 52.7% finding it somewhat important and 34% finding it highly important. In addition, 68% of respondents think that fintech must incorporate sustainability, but 29.3% are unsure. Although sustainability is not yet the top priority for fintech users, there is increasing demand for more sustainable financial solutions.

But several hindrances stop fintech firms from adopting sustainability in full. The most significant hindrance is low consumer awareness, mentioned by 58.7% of the respondents. Excessive costs (34.7%) and government apathy (29.3%) also stop sustainable fintech efforts. These results indicate that fintech companies must spend money on informing consumers about the advantages of sustainable finance as well as pursuing policy support and affordable solutions.

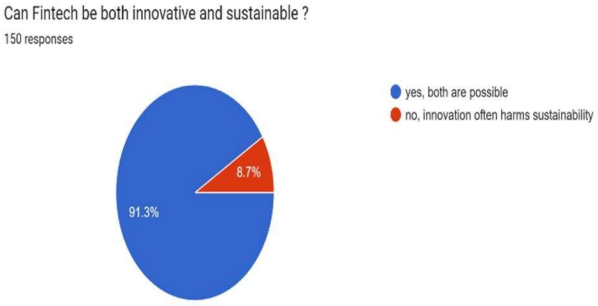


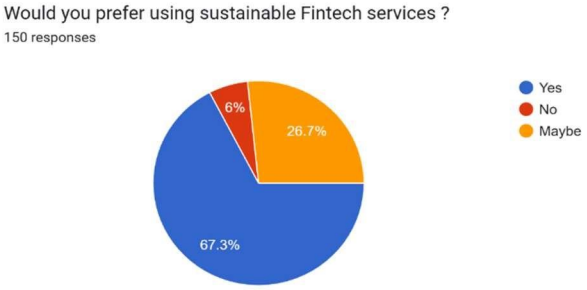


Balancing Innovation and Sustainability:

Nine out of ten (91.3%) of the respondents are of the opinion that fintech can be innovative and sustainable. The major factors that would enable this balance to be achieved are investment in green technology (48.7%) and government initiatives (47.3%). This reflects a positive attitude towards sustainable fintech, but factors like regulatory policies and funding outside are important in making it a reality.

Consumer attitudes also indicate this trend towards sustainability, with 67.3% willing to utilize sustainable fintech solutions, though 26.7% are undecided. This indicates a strong market potential for firms that can better highlight the advantages of their sustainable products and answer any questions consumers might have.





FINDINGS:

The key findings of this study are,

- Fintech Adoption: Moderate, mainly among students.
- Key Success Factor: AI and automation drive fintech success.
- Challenges: Cybersecurity threats, distrust, and lack of consumer awareness.
- Sustainability Issues: Growing interest, but high costs and weak policy support hinder progress.

DISCUSSION:

The findings of the survey reveal that fintech adoption is in a moderate phase, mainly with students. This indicates that even though fintech solutions are catching up, they have not reached the general market. The growth of AI and automation is

a demonstration of the significant role technology plays in ensuring the success of fintech, increasing efficiency and personalization in financial transactions.

But challenges still persist strongly, particularly in terms of cyber threats, consumer mistrust, and ignorance. Users remain reluctant to embrace fintech as they fear losing their data and facing financial losses. Also, fintech firms face sustainability issues, as high costs of implementation and poor policy support hinder the inclusion of green and ethical principles.

1. Fintech Adoption: Moderate, Primarily Among Students

Fintech uptake is still moderate, with students making up a large percentage of users. The group is more receptive to digital financial services because they are comfortable with technology and appreciate the convenience of fintech products. Still, the relative lack of financial independence among students implies that the widespread use in other age groups is required for long-term growth. Ease of use, affordability, and accessibility are important drivers of adoption.

2. Key Success Factor: AI and Automation Drive Fintech Success

Utilization of artificial intelligence (AI) and automation has become a key success factor in fintech. AI-driven chatbots, anti-money laundering systems, and automated financial advisory services have improved customer experience and operational effectiveness. Machine learning algorithms assist fintech companies in processing humongous data to provide customized financial products. Automation of digital payments, lending, and wealth management has simplified procedures, minimized human intervention and operational expenses, and made fintech services more appealing to customers.

3. Challenges: Cybersecurity Risks, Distrust, and Consumer Awareness Gap

Although fintech benefits outweigh its drawbacks, there are some challenges that stand in the way of its expansion:

- Cybersecurity Threats: Greater dependence on online transactions has turned fintech platforms into vulnerable targets for cyberattacks. Breaches of data and instances of fraud lead to apprehension on the part of users.
- Distrust: Most consumers continue to rely on traditional banking channels because of fears about the security and trustworthiness of fintech services. Lack of physical banking infrastructure further increases distrust.
- Insufficient Consumer Awareness: A large segment of the population does not know about fintech solutions or how best to utilize them. Poor financial literacy holds back potential users from fully appreciating the advantage of digital financial services.

4. Sustainability Challenges: Increased Demand but High Expenditures and Inadequate Policy Support Hold Back Progress

Sustainable fintech is gaining popularity as companies look to adopt environmentally and socially sound practices. Nonetheless, some issues curb its development:

- Excessive Expenses: Sustainable fintech initiatives, like green investments, environmentally friendly payments, and transparency using blockchain technology, entail enormous investments in research and development.
- Lacking Policy Support: The regulatory infrastructure has lagged behind the evolving fintech ecosystem, and the startups are facing challenges in imbibing sustainability practices in an environment with lacking guidelines and rewards.
- Finding the Fine Balance: Financial sustainability and ecological responsibility often seem to be out of sync with each other as far as the fintech companies are concerned since the customers would not always agree to pay an extra premium for environmentally friendly fintech solutions.

RECOMMENDATIONS **AND SUGGESTIONS:**

- Increase Financial Literacy: Organize workshops, online campaigns, and collaborate with schools.
- Regulatory Cooperation: Collaborate with policymakers to have clear, innovation-friendly regulations.
- Enhance Security:Employ biometric identification, blockchain, and AI-powered fraud detection.
- Harness AI & Digital Payments: Improve customer experience and trust with customized services.
- Foster Inclusivity & Sustainability: Create fintech products for underserved communities and incorporate sustainable strategies.

LIMITATIONS:

This study has several limitations that should be acknowledged. First, the sample size of 150 respondents, while sufficient for an exploratory study, may limit the generalizability of the findings. Second, the use of convenience sampling means that the sample may not fully represent the broader population, particularly rural or less educated individuals. Third, the study focused primarily on urban, educated respondents, which may not capture the experiences of underserved populations. Finally, the scope of FinTech solutions studied was limited to digital payments and mobile banking, leaving out other important technologies like blockchain and robo-advisory services. These limitations highlight the need for future research with larger, more diverse samples and a broader focus on FinTech solutions.

CONCLUSION:

The analysis of the questionnaire responses reveals that fintech adoption is moderate and that the primary audience is students. Innovation, or rather that which is done using AI and automation, is the most critical variable for fintech success, and cybersecurity threats, distrust, and consumer awareness issues remain the biggest obstacles. Sustainability, though gaining popularity, remains discouraged by high costs and poor policy support.

To grow fintech uptake and integrate sustainability in a manner that is effective, companies need to prioritize consumer education, collaborate with regulators to establish enabling policy, and reinforce security measures. In addition, through the adoption of AI-powered technologies and electronic payment systems, they can stimulate greater consumer confidence and participation. By addressing these challenges, fintech firms can build a more sustainable and inclusive financial ecosystem.

APPENDIX:

QUESTIONNAIRE ON BALANCING INNOVATION AND SUSTAINABILITY IN FINTECH STARTUPS: A CONSUMER AND INDUSTRY PERSPECTIVE

SECTION 1: GENERAL INFORMATION

1. Age o 18 -25 o 26 – 35 o 36 – 45 o 46 +
2. Gender o male o female o Other:
3. Occupation o fintech professional o entrepreneur o consumer o student o researcher o Other:

SECTION 2: AWARENESS AND PERCEPTION

4. How familiar are you with Fintech?

Somewhat familiar ○ ○ ○ ○ ○ very familiar

1 2 3 4 5

5. What drives Fintech success?

o New technology o Customer demand o Government rules o Sustainability

6. How important is sustainability in Fintech?

Somewhat important ○ ○ ○ very important

1 2 3

7. Which innovations are most useful?

o Blockchain and crypto o AI and automation o Digital payments o Open banking

8. What are the biggest challenges for Fintech innovation?

o Government rules o High costs o Lack of trust o Cybersecurity risks

9. Should Fintech focus on sustainability?

o Yes o No o Maybe

10. What stops fintech from being sustainable?

o High costs o No government support o Low consumer awareness o Focus on profits

11. Can Fintech be both innovative and sustainable? o Yes, both are possible

o No, innovation often harms sustainability

12. How can Fintech balance both?

o Government support o Industry partnership o Greentech investment o Customer demand

13. Would you prefer using sustainable Fintech services?

o Yes o No o Maybe

14. How frequently do you use financial technology services?

Rarely ○ ○ ○ ○ ○ daily

1 2 3 4 5

15. Any other comments or suggestions?

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