
EFICACITATEA COSTURILOR DE MARKETING ȘI CERCETARE AL INOVAȚIEI FINANCIARE PRIN TEHNOLOGIE

EFFECTIVENESS OF MARKETING AND RESEARCH COSTS OF FINANCIAL INNOVATION THROUGH TECHNOLOGY

Professor Dr. Chinnaiah ANHALAGAN
KLU Business School, India

Abstract: In this discussion Author focused on the financial innovations and other function of financial markets in India. A financial innovation, like many other modern innovations and inventions, is a boon when properly used and is a bad thing when abused. The key here, of course, is being able to locate which uses are abusive and which are benign. However, it is very difficult to identify in advance which innovations are abusive and which are not. Instead the debate should be on how an innovation is being used rather than any particular innovation. “Innovate” is defined in Webster’s Collegiate Dictionary as “to introduce as or as if new,” with the root of the word deriving from the Latin word “novus” or new. Broadly speaking, financial innovation is an act of creating and then popularizing new financial instruments as well as financial technologies, markets and institutions. Generally, a link is established as to how financial innovations are optimal responses to various basic problems or opportunities. Further, the different functions performed by the financial innovations are listed down, like completion of inherently incomplete markets, minimization of transaction cost and complying by tax regulations.

Keywords: financial innovation, abuse, boon, transaction cost