

The Study of Awareness and Knowledge of Fintech Among Management Undergraduates in State Universities in Sri Lanka

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ABSTRACT

Introduction: FinTech is become a catchword in the world and has reached its maturity in recent years. Academia is one of the valuable stakeholders of FinTech system. Therefore, its involvement into the development and usage of financial technology is very much imperative. Just as management students represent an important segment of FinTech products and services users. From this point of view, the paper aims to investigate the FinTech knowledge and awareness level among management students.

Design/methodology/Approach: Descriptive statistics are used to analyze the level of awareness and knowledge of undergraduates regarding FinTech. Inferential statistical tool independence sample t-test and one-way ANOVA are also used to analyze the impact of the demographics of respondents on their level of knowledge about the practices and terms used in FinTech. Correlation is applied to measure the difference and relationship between variables.

Findings: FinTech emerged around the over the world and reached its peak in recent years. The management undergraduates of state universities in Sri Lanka cannot overlook this phenomenon and they need to be aware of this innovative and emerging industry.

Conclusion: This clearly shows that management students have different levels of knowledge about FinTech. Overall, their knowledge of FinTech is low. But as management undergraduates, it is essential to have adequate knowledge of FinTech as they look forward to entering these fields in the future.

Keywords: *Awareness, Knowledge, FinTech, Management undergraduates*