



Effect of New Service Modes on Banks

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Message from the Guest Editors

Dear Colleagues,

The introduction of new service models in the banking industry can indeed offer convenience to customers and attract more potential customers. However, for the banking industry, whether the introduction of new service models will require a lot of resources to build related information systems, reduce the profitability of the external environment, and consume a lot of internal costs is a topic worthy of in-depth discussion and very important for the rapid changes in contemporary information.

The purpose of this Special Issue is to collect research articles which focus on discussing banks' choice to introduce new service models, investing more actively in information technology related to operations, and quickly facing market responses. It is hoped that through the completion of this Special Issue, new contributions to the current research on mobile finance research topics such as the relationship between financial indicators, innovative service theories, and business performance can be achieved.





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Message from the Editor-in-Chief

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