



## Fintech: The disruption of finance by technology

Understand the impact of automation, AI, big data, and blockchains on finance and learn how to profit

Rated with  
**4.5/5**

Over the last decade, a number of new technologies have transformed the finance industry. These innovations, popularly called fintech, include technologies such as big data, artificial intelligence (AI), blockchains, and cryptocurrencies. This is causing the incumbent firms to reorganize themselves – in many cases by adding digital technology, by buying startups, or by restructuring themselves. But their competitors include not just young startups but giant technology firms such as Google, Meta (formerly called Facebook), Apple, Amazon, Alibaba, and Tencent among others. How can these challenges be best managed?

The 3-day program **Fintech: The disruption of finance by technology** is designed both to present a basic overview of fintech, how fintech is disrupting the financial industry, and the influence of technology in financial services, and to ensure that participants

## How you will benefit

- ✓ Understand why finance is being disrupted by technology
- ✓ Understand what areas of your own organization might be at risk from automation
- ✓ Brainstorm on ways to effectively implement the disruptive effects of technology into your own organization
- ✓ Understand when and why you might need blockchains
- ✓ Understand when AI is most likely to be effective

## Who should attend

Because the program presents a broad overview of fintech and related subjects, it will be very useful to many groups of people. Any industry executives, entrepreneurs, and investors who need to understand all aspects of this changing landscape, will greatly benefit from attending.



### Faculty

Raghu Rau is the Sir Evelyn de Rothschild Professor of Finance at the Cambridge Judge Business School. He is also a founder and director of the Cambridge Centre for Alternative Finance (CCAF), and a member of the Cambridge Corporate Governance Network (CCGN).

understand both the benefits and risks associated with the trading of data.

“The program will show how fintech can be a force for good in using data to gain insights that benefit consumers and financial service providers, but also remind participants that there can be a dark side including the misuse of data during this time of disruption — in which regulators often scramble to keep up with the latest rules and innovations,” says Raghavendra Rau, Sir Evelyn de Rothschild Professor of Finance at Cambridge Judge, who coordinates the program.

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Raghu Rau has taught at a number of universities around the world, including the Institut d'Etudes Politiques de Paris (Sciences PO), Paris-Dauphine, the University of Luxembourg, the Indian School of Business, Purdue University, the University of California at Los Angeles, and the University of California at Berkeley. He was Principal at Barclays Global Investors, then the largest asset manager in the world, in San Francisco from 2008-2009.

His research interests include empirical corporate finance, information economics, behavioral finance, and game theory. His papers focus on why investors behave the way they do in real life. Raghu has investigated for example, behavioral biases that make investors value companies higher when the companies change their names, the effect of early-life natural disasters on CEO risk taking behavior, and why investors chase stale returns in mutual fund reported performance numbers. He has also published a book on corporate finance and several book chapters on behavioral finance.

Raghu Rau is a past editor of Financial Management. He is also a past president of the European Finance Association. He serves on numerous academic editorial boards including journals such as the Journal of Corporate Finance, and the Journal of Banking and Finance. His research has frequently been covered by the popular press including the New York Times, the Financial Times, the Wall Street Journal, and The Economist, among others.

In 2015, Raghu was awarded the Ig Nobel Management Prize for his paper "What doesn't kill you will only make you more risk-loving: Early life disasters and CEO behavior".

# Program Content

## Day 1

### Analyzing information flows in firms and markets

#### Understanding information flows in firms and markets

- Information problems in firms
- Imperfect information, asymmetric information, and behavioral biases
- Digitalization and information flows within firms and markets
- Organizing data in firm
- Capturing multi-dimensional preferences and data from stakeholders
- Case study: Jumia Nigeria: From Retail to Marketplace (A)
- Case study: Netflix Inc.: The Disruptor Faces Disruption

## Day 2

### Distributed Ledgers: Bicoing, Blockchain, and Beyond

- What is bitcoin?
- What is a distributed ledger? When is it useful?
- When are blockchains useful?
- Mining blocks in class
- Understanding smart contracts
- The problems with poor smart contracting
- Case study: R3 Corda: A distributed ledger technology for financial services
- Case study: From Crowdfunding to Digital Banking: The Evolution of Funding Societies
- Brainstorming: Threat and Opportunity Analysis
  - When should you implement blockchain technology in your own firms? What are the advantages and disadvantages?

## Day 3

### AI and Machine Learning; Transforming the financial firm

- How are AI systems created?
- Do AI systems help understanding employees and customers better?
- Can deep learning help detect fraud?
- The problems of AI systems
- The dark side of technology
- Case study: A Chairman's Decision: Launching A Robo-Advisor in CCB Principal Asset
- Brainstorming: Threat and Opportunity Analysis
  - How can we implement machine learning or artificial intelligence in our own organizations?

### Using information to transform the financial firm

- Case study: Telenor: Revolutionizing Retail Banking in Serbia - Digital Transformation of the Customer Experience

🕒 3 days

📅 Check AIF.nl for dates

💰 €3,600



This program is eligible for **18 CE credit hours** as granted by CFA Society VBA Netherlands

# Enrolling & Practical Information

## Enrollment requirements

AIF considers each enrollment application carefully to ensure the quality and level of the program is maintained and that participation of candidates is beneficial to both themselves and their organizations. The general prerequisite for all AIF programs is the possession of an academic or equivalent degree, as well as proficiency in English and practical experience.

## Program location

The programs are held in the center of Amsterdam, within an easy walk from Amsterdam Central Station, and within 30 minutes from Schiphol international airport.

## Program fees

Program fees include tuition, all comprehensive program materials, books, and any software that is required for the program, as well as luncheons and daily refreshments. Accommodation is not included.

## Accommodation

AIF has special corporate rates available for participants at a number of hotels in central Amsterdam.

## Certificates

An AIF certificate of attendance is awarded to all participants who successfully complete the program.

## In-company programs

For information on how AIF can add value to your organization via a tailored in-company program, please contact AIF directly at: +31 20 520 0160.

**Ready to learn more? Find your program and reserve your place at [AIF.nl](https://www.aif.nl)**

## About Amsterdam Institute of Finance

AIF is a global financial innovation and education institute headquartered in Amsterdam. Through our open enrollment programs in Amsterdam and our in-company programs throughout the world, we connect ambitious professionals with the best minds in finance and other related topics. Taking part in one of our programs is a direct investment in your personal future and the success of your organization.

### This is what makes the AIF experience unique:

- We believe in responsible, sustainable and inclusive finance
- Our clients, rather than profits, come first
- AIF is an independent and not-for-profit foundation, which allows us to cherry-pick our faculty from the world's leading business schools, such as INSEAD, Oxford, Kellogg, Cambridge Judge and others
- AIF delivers top quality programs. Our alumni give our faculty an average rating of 4.6 out of 5.0
- Enrollment in one of our programs means you become part of the AIF network, connecting you to professionals from more than 1,200 organizations in over 110 countries

