

Responsible Digital Innovation in Banking: The Power of Partnerships

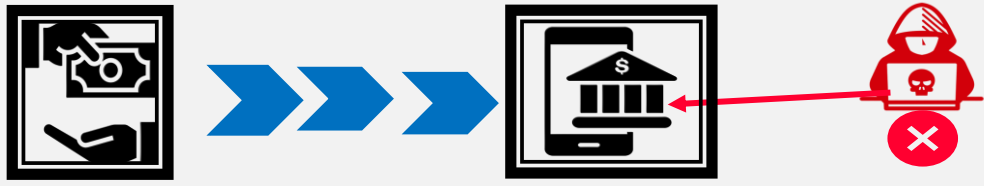
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1 INTRODUCTION

Digital innovation is reshaping banking, enabling financial inclusion and sustainable development. However, challenges in **data privacy, cybersecurity, and accessibility** demand responsible digital innovation. (Akinbowale et al., 2020; Cracknell, 2012)



2 OBJECTIVE

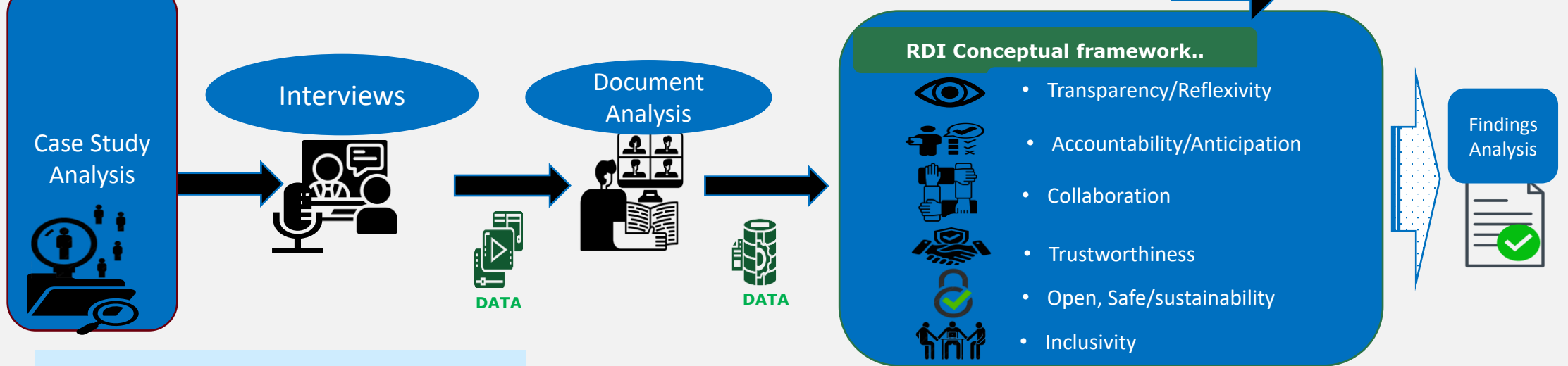
This research explores how Public-Private-Community Partnerships (PPCPs) drive responsible digital innovation (RDI) in the banking sector, focusing on Cameroon.



3 METHODOLOGY

The study employs a case study analysis approach, conducting an empirical qualitative method including stakeholder interviews and document analysis (Yin, 2015). A robust conceptual framework based on responsible digital innovation principles guides the research, emphasizing collaboration, transparency, accountability, inclusivity, and trust etc.. among PPCP stakeholders

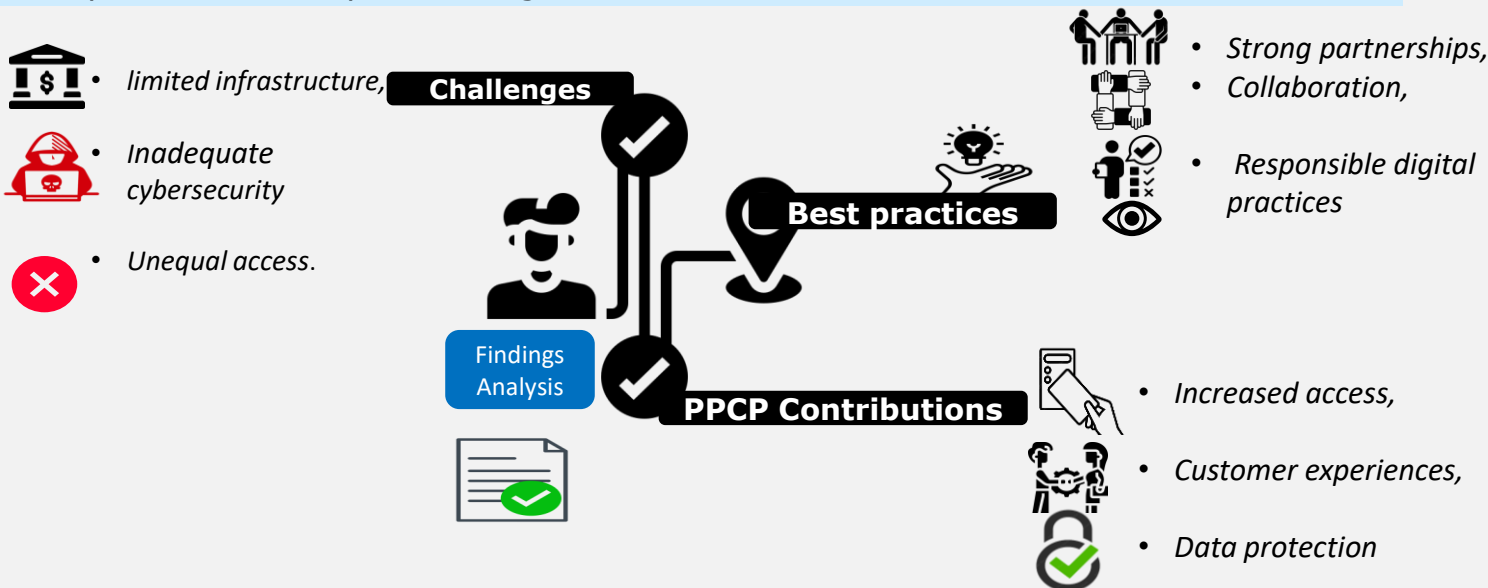
Explore challenges and opportunities in Cameroon's digital banking sector.



Sequential order of the research method

4 RESULT

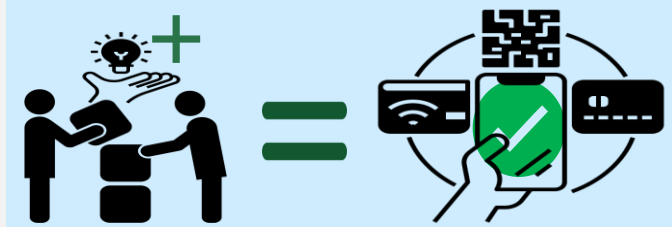
The study reveals the challenges, significant contributions of PPCPs and recommend best practices for responsible digital innovation .



5 CONCLUSION

Integrating responsible practices into digital innovation strategies is essential for:

- Building trust,
- Fostering customer relationships,
- Addressing societal concerns in the banking industry.



6 IMPLICATIONS

The findings have far-reaching implications for the banking industry, policymakers, and stakeholders, emphasizing the importance of collaboration, transparency, accountability, anticipation, reflectivity, trust, inclusivity and sustainability to drive responsible digital innovation (RDI) and create a more inclusive and sustainable banking sector (Roy, 2021, Van de Poel & Sand, 2021).



Reference:

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 ❖ Yin, R. K. (2015). Qualitative research from start to finish. Guilford publications.