

THE INFLUENCE OF ARTIFICIAL INTELLIGENCE SYSTEMS IN THE FUTURE ENVIRONMENT OF FINANCIAL OPERATIONS

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Abstract

The technological progress incorporated under the artificial intelligence umbrella is more and more embraced in the finance industry. The constant development combined with particular social situations (COVID, post-COVID) had speed up the usage of artificial intelligence systems in the finance industry. Consumers are now exposed on a regular basis to finance systems as bank applications in which they can choose from simple to more complex operation. Applications interfaces are becoming more and more user-friendly, and consumers tend to trust it, those being an extension of the bank institution. In our research, we investigate the attitude of consumers towards offering trust in finance artificial intelligence systems that can provide advice and operate financial investments based on historical data and their economic future estimations. For financial systems to proceed with these recommendations, the main aspect will be the acceptance to share their private data, based on which artificial intelligence will create a personalized profile in terms of consumer behaviour and interests.

Keywords

Consumer, finance, artificial intelligence, trust.

JEL Classification

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