

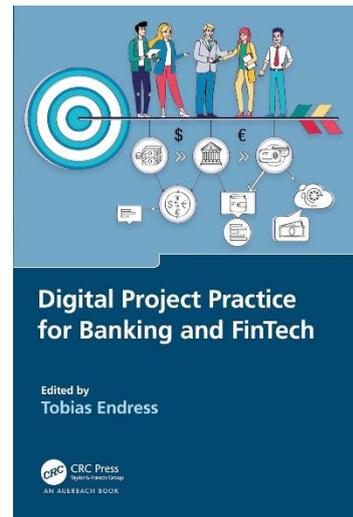
## Upcoming book: Digital Project Practice for Banking and FinTech

[Bangkok, March 1, 2024] – The financial industry is undergoing a transformative revolution driven by technological advancements and regulatory changes. In response to these shifts, Dr. Tobias Endress, an esteemed assistant professor and program director for Business Analytics and Digital Transformation at the Asian Institute of Technology, has edited a groundbreaking book titled **Digital Project Practice for Banking and FinTech**.

This comprehensive volume explores the intersection of finance and technology, providing a deep dive into the challenges, opportunities, and practical insights shaping the digital banking landscape. The book features contributions from experts in both academia and industry, offering a unique blend of theoretical knowledge and real-world experience.

### Key Highlights of the Book:

- **Project Management in the Digital Era:** The book opens by addressing the unique challenges and opportunities in digital project management. It provides strategies for navigating the complexities of digital transformation initiatives and explores the evolving role of project management.
- **Financial Technology Canvas:** A powerful tool for facilitating effective communication within FinTech teams is introduced. The Financial Technology Canvas aligns goals, streamlines processes, and fosters collaboration in the dynamic FinTech environment.
- **Robotic Process Automation:** Chapters dedicated to process automation and the application of Robotic Process Automation (RPA) in financial institutions provide insights into enhancing operational efficiency and improving customer experiences.
- **Cryptoeconomics and PayTech:** The book delves into the future of payment technologies, examining the implications of cryptoeconomics on the digital diffusion of PayTech. It sheds light on the changing dynamics of financial transactions.
- **Digital Disruption in Banking:** Evaluating efficiency and risk in the digital banking sector, the book discusses the benefits and challenges associated with digital transformation. It also explores strategies to overcome disruptions and enhance cybersecurity.
- **Crowdfunding and Beyond:** Chapters on crowdfunding as a digital financing alternative and success signals for startups in crowdfunding provide a holistic view of innovative financing methods.
- **Embedded Finance and User Experience:** The concept of embedded finance, integrating financial services into non-financial platforms, is explored in-depth. The book discusses the effects of embedded finance on user experience.
- **Blockchain in Financial Services:** The final chapters cover the regulatory challenges of overseeing FinTech companies, emphasizing the delicate balance between fostering innovation and managing risk in the rapidly evolving FinTech landscape.



### About the Editor:

Dr. Tobias Endress is an industry veteran with over 20 years of experience in digital project business and innovation management. He is currently an assistant professor at the Asian Institute of Technology and serves as the program director for Business Analytics and Digital Transformation.

### Availability:

Digital Project Practice for Banking and FinTech is available for pre-order on February 21, 2024. Item will ship after March 13, 2024 in hardback, paperback, and e-book formats. To purchase a copy or learn more about the book, visit <https://www.digital-project-practice.com/> or <https://www.routledge.com/Digital-Project-Practice-for-Banking-and-FinTech/Endress/p/book/9781032493657>.

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### Note to Editors:

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