

## College of Business Academic Seminar Series

Speaker



### "E-payment Evolution from a Marketing Perspective"

**Dr. Abdelmonim Shaltoni**  
Associate Professor of Marketing  
Alfaisal University

#### Description:

Over the past decade, e-payments (also known as digital payments) evolved at a fast pace, which made it one of the most puzzling issues for customers and businesses. This effort attempts to shed light on e-payments from a marketing perspective. More specifically, the current trends and systems, including Fintech and cryptocurrencies, will be presented in two developing countries (KSA and Jordan). The result of an exploratory study that involved interviews with experts and focus groups indicated that there is a lot of hype surrounding the spread and use of e-payments. However, centralized products/solutions offered by the main players in the payment industry (i.e. governments, banks, and Big Tech) are becoming mainstream. The opposite is expected for the decentralized e-payments.



Thursday Feb 27, 2020



12:00 - 01:00 PM



BG-68

(Fahad Abdulrahman Algozaibi Hall)