

THE ROLE OF FINTECH AND DIGITAL PLATFORMS IN SHAPING NEW INVESTMENT MECHANISMS

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Abstract. The modern stage of global economic development is characterized by profound transformational processes driven by the digitalization of the financial sector. One of the key outcomes of these changes is the emergence of new investment mechanisms based on financial technologies (fintech) and digital platforms. Fintech acts as a catalyst for change in the field of financial services, ensuring greater speed, accessibility, and transparency of operations while offering an alternative to traditional banking channels of investment.

One of the main advantages of fintech platforms is the reduction of barriers to financial market participation. In the past, investment activity required significant capital, specialized knowledge, and access to professional intermediaries. Today, digital technologies make it possible to invest even small amounts through mobile applications or online platforms. Tools such as crowdfunding, crowdinvesting, peer-to-peer (P2P) lending, and robo-advisory services expand opportunities both for investors and for businesses seeking funding.

Crowdfunding and crowdinvesting platforms (e.g., Kickstarter, Seedrs, Wefunder, etc.) have become effective mechanisms for raising capital for startups and small enterprises that lack access to traditional sources of finance. In this context, fintech performs the function of investment democratization, creating a direct connection between investors and entrepreneurs, minimizing intermediaries, and reducing transaction costs.

A significant contribution to investment transformation has also come from digital brokerage platforms (such as eToro, Robinhood, and Revolut), which allow investors worldwide to purchase

securities, crypto-assets, or mutual funds conveniently via mobile devices. This fosters the development of a new investment culture based on individual decision-making and rapid market responsiveness.

Another important direction of digital transformation is the use of blockchain technology in the investment sphere. Blockchain ensures transaction transparency, reduces the risks of fraud, and strengthens trust among market participants. On this technological foundation, the process of asset tokenization is developing, which enables fractional ownership and makes investment accessible to a broader audience. Tokenization opens opportunities to invest in previously less accessible assets such as real estate, art, and venture projects.

However, the rapid expansion of fintech also brings new challenges. Among the key risks are the low level of financial literacy, cybersecurity threats, insufficient legal regulation of digital financial operations, and the need for investor protection. In many countries, including Ukraine, the imperfection of the regulatory framework limits the development of certain fintech initiatives and highlights the need for an effective supervisory mechanism that does not hinder innovation.

For the Ukrainian financial market, fintech development has strategic importance. In recent years, a number of successful platforms and services have emerged, contributing to greater financial inclusion and the involvement of citizens in investment processes. Mobile banking applications, online brokers, P2P transfer services, and digital wallets form the foundation of a modern financial ecosystem. These tools not only simplify

personal finance management but also stimulate the transformation of savings into investment capital.

Therefore, fintech and digital platforms are becoming key drivers of financial system evolution, creating new opportunities for investors, businesses, and the state. They facilitate the decentralization of financial flows, enhance the efficiency of market operations, and promote sustainable economic growth. However, the full realization of fintech's potential requires the creation of a balanced

ecosystem in which innovation is combined with effective regulation, cybersecurity, and high financial literacy among users.

In conclusion, the digitalization of financial processes not only transforms investment mechanisms but also shapes a new paradigm of market interaction, where openness, accessibility, and technological flexibility become core values. These factors will determine the future of global and national financial systems in the coming decades.

Keywords: Fintech; Digital Platforms; Investment Mechanisms; Financial Technology; Crowdfunding; Blockchain; Tokenization; Financial Inclusion; Digital Economy.

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