ABSTRACT

The continued development of technology in modern society is reflected in the new digital devices used by financial institutions. We are interested in determining what new technologies will be used in Mexico by financial institutions. Specifically, what technologies will give the financial institution a competitive advantage? To answer this question, a survey of 10 banking institutions was carried out in San Juan del Río. We also carried out questionnaires that included 72 questions grouped into four categories. With respect to the quantitative approach, we used a Likert scale of 1 to 5. Results indicated: knowledge management, education and digital technology, and competitiveness.

Keywords: Competitiveness, Development, Digital, Knowledge, Capital, Intellectual.