Digital Knowledge Management has an Impact on Financial Culture, Competitiveness and Intellectual Capital of Financial Companies

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ABSTRACT

This study aimed to describe the digital knowledge currently being managed in financial companies, which has transformed intellectual capital, competitiveness and financial culture. This is understood as those engaged in the acquisition of financial assets or liabilities in the market. The variables addressed are: digital knowledge management, intellectual capital, financial culture and competitiveness. This research is a qualitative technique using a documentary observation approach with a powerful descriptive. Digital knowledge has transformed digital financial literacy through new material symbols, such as mobile phones, tablets, ipads, computers and screens, which have meanings of status and social belonging.