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The role of Bank Communicator in Using and Supporting the Use of Quick Response Code in Financial Transaction for the Small Traders

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Abstract

The problem of the study is to identify the role of the communicator with government banking institutions in strengthening and disseminating the use of the QR Code in financial transactions for individuals from small traders, through a qualitative study to identify the persuasive methods used by the communicator and the luring used and the disclosure of the most used industrial sectors, and the sources through which the contact obtains information about the use of the QR code in the financial transactions of individuals from small traders, the directions of the contact of government banking institutions towards the use of the QR code and the extent of their actual use of the QR code in their own financial transactions, and the disclosure of the procedures they followed government banking institutions to qualify the caller to carry out this task and know the factors affecting the adoption of the rapid response code in financial transactions by individuals, as well as identifying the obstacles that stand in the way of publishing and using the rapid response code in financial transactions for individuals from small traders, and finally monitoring the proposals of the caller to banking institutions towards how activate more technology for you in the future.

Keywords: QR -Code - Financial Transaction - Artificial intelligence.