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The future of Wealth Management: A systematic review about the use of financial technology in the wealth management sector

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Abstract

Fintech is widely used as an umbrella term for various areas within the financial service sector. The research field of financial technology is vast and ranges from practical business model innovations to sophisticated technical coding and programming research. Although a growing body of research looks at the general impact of financial technology (fintech) on the financial services sector, there is a lack of deep insight into the actual impact of technologies on the wealth management sector. This study aims to synthesize the dispersed literature about financial technology and provide a thorough perspective on the various research perspectives related to financial technology and its development and progression over time. Thereby fostering an understanding of its applicability within the wealth management sector. Furthermore, it aims to show the impacts of technological change alongside the wealth management process to illustrate the effects on each process step. Thereby putting in context the current stage of knowledge while providing the basis for further research regarding wealth management technology (WealthTech).

The research is based on a two-step approach: (i) a systematic literature review including 173 articles published in *Web of Science* between 2019 and 2024. Secondly, (ii) a bibliographic map generated via VSOviewer to summarize the different fintech applicability in wealth management. Being still at an early stage within the financial technology research, the study suggests that the current research in WealthTech can be grouped into four main research areas: The automation of client interaction through AI chatbots and avatars while collecting significant client data; Provision of tailored financial advice through Big Data analytics from various data sources; Investment portfolio automation based on Rob-advisors; and Just-in-time reporting of financial statements for clients and authorities alike. Above all, holistic risk management through the use of Big Data, AI, and the interconnection with external data sources.

While this paper is written, new technologies and use cases are emerging at a fast pace. Thus, making it a current snapshot of the research stage in 2024. The dedicated focus on the applicability of financial technology in wealth management limits the available literature significantly. In addition, the novelty of the topic and the focus on review articles leads to neglect potentially relevant grey literature publications. By understanding the current literature, practitioners can better grasp the latest

developments and anticipate the potential of technology to improve the wealth management process. Thus, the review aims to guide practitioners when evaluating and implementing new technology solutions for their wealth management needs. Furthermore, it shows the insufficiencies and unaddressed gaps for which further research is needed in order to be of practical use. This review synthesizes the prevailing state of wealth tech research and establishes a trajectory of its research development. As such, it comprises the most recent development and guides academics and practitioners alike while drawing upon the latest stage of research.

Keywords – Financial Technology; Fintech; Wealth Management; WealthTech.

Paper type – Literature Review

Sommario

Il futuro del Wealth Management: una revisione sistematica sull'uso della tecnologia finanziaria nel settore della gestione patrimoniale. – Fintech è ampiamente utilizzato come termine generico per varie aree del settore dei servizi finanziari. Il campo di ricerca della tecnologia finanziaria è vasto e spazia dalle innovazioni pratiche dei modelli di business alla sofisticata ricerca tecnica sulla codifica e sulla programmazione.

Sebbene un numero crescente di ricerche esamini l'impatto generale della tecnologia finanziaria (fintech) sul settore dei servizi finanziari, mancano informazioni approfondite circa l'effettivo impatto delle tecnologie sul settore della gestione patrimoniale. Questo studio mira a sintetizzare la letteratura dispersa sulla tecnologia finanziaria e a fornire una prospettiva approfondita sulle varie prospettive di ricerca relative alla tecnologia finanziaria e al suo sviluppo e progressione nel tempo, promuovendo così la comprensione della sua applicabilità nel settore della gestione patrimoniale. Inoltre, mira a mostrare gli impatti del cambiamento tecnologico insieme al processo di gestione patrimoniale per illustrare gli effetti su ciascuna fase del processo, contestualizzando così lo stato attuale delle conoscenze e fornendo, nel contempo, le basi per ulteriori ricerche sulla tecnologia di gestione patrimoniale (WealthTech).

La ricerca si basa su un approccio in due fasi: (i) una revisione sistematica della letteratura comprendente 173 articoli pubblicati su *Web of Science* tra il 2019 e il 2024; (ii) una mappa bibliografica generata tramite VSOviewer per riassumere le diverse applicabilità di fintech in ambito patrimoniale gestionale. Pur essendo ancora in una fase iniziale, lo studio suggerisce che l'attuale ricerca in WealthTech possa essere raggruppata in quattro aree principali: automazione dell'interazione con i clienti attraverso chatbot e avatar AI durante la raccolta di dati significativi sui clienti stessi; fornitura di servizi finanziari mirati attraverso l'analisi dei Big Data da varie fonti di dati; automazione del portafoglio di investimenti basata su Rob-advisor; rendiconti finanziari just-in-time sia per i clienti che per le autorità. Soprattutto, una gestione olistica del rischio attraverso l'uso di Big Data, AI e l'interconnessione con fonti di dati esterne.

Mentre questo articolo viene scritto, nuove tecnologie e casi d'uso stanno emergendo a un ritmo rapido: si tratta quindi di un'istantanea attuale della fase di ricerca nel 2024. L'attenzione dedicata all'applicabilità della tecnologia finanziaria nella gestione patrimoniale limita in modo significativo la letteratura disponibile. Inoltre, la novità dell'argomento e l'attenzione agli articoli di revisione portano a trascurare pubblicazioni di "letteratura grigia" potenzialmente rilevanti. Comprendendo la letteratura attuale, i professionisti possono cogliere meglio gli ultimi sviluppi e anticipare il potenziale della tecnologia per migliorare il processo di gestione patrimoniale. Pertanto, la revisione mira a guidare i professionisti nella valutazione e nell'implementazione di nuove soluzioni tecnologiche per le loro esigenze di gestione patrimoniale. Inoltre, mostra le carenze e le lacune irrisolte per le quali sono necessarie ulteriori ricerche per avere un utilizzo pratico. Questa revisione sintetizza lo stato prevalente

della ricerca sulla tecnologia della ricchezza e stabilisce una traiettoria del suo sviluppo più recente, utile sia agli accademici che ai professionisti.

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1 Introduction

Financial technology (Fintech) has become a widely used term to describe any technology used in finance (Al-Sartawi, Al-Okaily, Hannon, & Khalid, 2022). Thereby it is also used in finance research to describe technology-enabled innovation in financial services (Rupeika-Apoga & Thalassionos, 2020). Its rise is strongly linked to standardisation and automation, as it is perceived to make processes less error-prone, faster, more secure and, above all, cheaper (Ashta & Herrmann, 2021). Thus, fintech can eradicate insufficiencies from unstandardised and labour-intensive processes (Matousek & Xiang, 2021). With these new technologies emerging, also new market players arise and move into the financial industry while shaping and disrupting it significantly (Chiu, 2016). Inevitably the financial service sector undergoes a significant transformational shift. Alt, Beck and Smits (2018) assert in their research that FinTech will transform the entire industry in the years to come. Thereby, reducing traditional jobs while even creating new job profiles, whereby technological knowledge will play a significant role in the labour market (Ashta & Herrmann, 2021). Furthermore, as the industry changes, so do the interactions between the market players and their clients. While banks relied on a dense branch network just a decade ago, most direct client services nowadays moved online (Carbó-Valverde, Cuadros-Solas, & Rodríguez-Fernández, 2020; Zhou, Geng, Abhishek, & Li, 2020).

For existing market players, this rapid development is difficult to grasp and increasingly challenging to navigate, as indicated by Elsaid (2023). To recognize the key trends and to identify potential challenges and opportunities, wealth and asset managers are required to have fundamental know-how about the new technologies. Despite the ever-growing field of financial technology publications, which includes very specialised and highly technology-introduced publications, it becomes increasingly challenging to comprehend its developments. While a significant amount of literature deals with financial technology's impact on the entire financial industry (Thakker & Japee, 2023; Elsaid, 2023) very little literature provides detailed applicability for the wealth management sector. Most of the research covers financial technology in general for the entire financial industry. Even studies conducting systematic literature reviews, such as in Varma et al. (2022), Ghandour (2021) and Giglio (2021) provide a very broad picture. However, their research dominantly covers the entire financial industry and falls short in addressing specific fields in finances, e.g. the highly specialized wealth management sector. This present study in contrary to the above-named ones, addresses the problem for wealth management companies of missing out on the latest developments. Using a systematic literature review this study ensures that the latest developments are addressed and synthesized. Thereby, it identifies relevant Fintech publications, specifically relevant for the wealth management sector and summarizes them into a conceptual framework alongside the wealth management process. In addition, it identifies the potential impact of the identified technologies on wealth management businesses and derives

potential trends, implications and research gaps. It serves as a guide for practitioners with valuable and condensed insight on the latest research trends; allowing them to make more informed decisions. Furthermore, this review acts as a starting point for further research by uncovering unaddressed research gaps.

2 Background

The market for financial technology is moving rapidly and shows an ever-growing importance in the financial industry (Branzoli & Supino, 2020; Zavolokina, Dolata, & Schwabe, 2016). While the term FinTech is widely used and often used as a synonym for every technical development in the financial service sector, it needs to be defined and explained at first and set in contrast to WealthTech. While FinTech is used to generalise every technological enhancement in finance, the research develops and becomes more sophisticated and defined in each of its sub-fields.

2.1 FinTech

As the abbreviation of Financial Technology, FinTech is described widely by numerous authors in different ways. The use of technology in the financial industry is, according to Taherdoost (2023), the main driver of revolutionising the financial sector. Financial technology drives innovation in the financial services industry and enables new business models, products, and services (Jarvis & Han, 2021). Fintech has enabled wealth management firms to increase operational efficiency (Varma, Nijjer, Sood, Grima, & Rupeika-Apoga, 2022), reduce costs (Agarwal & Chua, 2020), and provide personalised financial advice (Malladi, Soni, & Srinivasan, 2021). Thereby the underlying technologies such as artificial intelligence (AI) and machine learning (ML) are used to automate financial processes and analyse data more quickly and accurately (Wasserbacher & Spindler, 2022).

Financial Technology (FinTech) has led to new ways financial institutions conduct business and interact with clients (Gomber, Koch, & Siering, 2017; Pollari, 2016). Another definition – which should function as the working definition for this paper – comes from the financial stability board. It defines FinTech as a “technology-enabled innovation in financial services that could result in new business models, applications, processes or products with an associated material effect on the provision of financial services” (Rupeika-Apoga & Thalassionos, 2020, p.3). Even this definition is not concluding, as the technologies subjected to FinTech are not named explicitly. However, for this research, we generalise and consider any technological novelties in account which can be used to change existing

processes in the financial sector. These technological novelties could be AI, Big Data etc. but are not limited to those. As the research in FinTech intensifies, new terminologies are introduced constantly.

2.2 *WealthTech*

In general, wealth management is a practice that helps individuals or families achieve their financial aims and utilise their existing financial resources (Dew, Dean, Duncan, & Britt-Lutter, 2020). Thereby it aims to help them make informed financial decisions in order to reach the defined financial goals (Brayman, Grable, Griffin, & Finke, 2017). Wealth management is a comprehensive approach to managing individuals' financial resources and comprises, but is not limited to the following processes: financial planning (Duska, 2022), investment management, tax planning (Horan & Adler, 2009), estate planning (Jennings, Horan, Reichenstein, & Brunel, 2011), risk management, retirement planning (Madhani, 2009), insurance planning (Jennings et al., 2011), and cash flow as well as debt management (Maude, 2010). Thus, it is similar to corporate finance management but focuses instead on private individuals and families. With the emergence of new technologies, these processes can be structured in different ways and potentially made more efficient in terms of time spent on several tasks and cost reduction. To understand finance and technology in conjunction with wealth management, these terms have to be defined to set the frame of this paper. The term FinTech can include a wide range of technologies, such as cloud computing, blockchain technology, robot advisers, artificial intelligence, and machine learning (Varma, Nijjer, Sood, Grima, & Rupeika-Apoga, 2022; Hendershott, Zhang, Zhao, & Zheng, 2021; Cai, 2018). It is utilised in the wealth management industry to increase wealth management service – efficiency, cost-effectiveness, and transparency (Sonawane & Motwani, 2023; Cao, Yang, & Yu, 2021). In order to automate portfolio management and offer customers individualised investment advice, robo-advisors, for instance, make use of pre-defined algorithms. To increase the security and transparency of transactions, blockchain technology is leveraged, while artificial intelligence and machine learning are used to offer clients customised recommendations and guidance. Dziawgo (2021, p.146) describes WealthTech as “Technological developments and services created to transform existing investing solutions (wealth management, trading) across all asset classes”.

In Schueffel (2016), FinTech is described as a new field within the financial industry that improves financial services using technology. Applying this definition to the sub-sector of FinTech (here WealthTech), the description for WealthTech, therefore, is “the improvement of wealth management services by making use of technology”.

With the emergence of new technological advancements, more tailored research becomes increasingly important to address the latest trends and make the best use of the available technologies in

every area of the financial sector. Wealth management firms must be prepared and adapt to the changing landscape as these technologies become more widespread. The systematic review of the literature provides a condensed analysis of the current research stage and uncovers potential benefits and inconsistencies within the wealth management sector. While from a practical perspective, cost-saving and efficiency reasons are prevailing, from a research perspective, this systematic review contributes to the ever-growing specialisation within the financial sector. It applies FinTech research to the more granular wealth management sector.

3 Method

This systematic literature review explores the current research stage regarding financial technology and wealth management. It comprises of primarily academic sources from peer-reviewed journals. Industry publications are used to add the latest practical view on the topic, which might not yet be included in the latest review articles. The review draws upon the techniques outlined in Lacey, Matheson, and Jesson (2011) and Vom Brocke et al. (2015), including a bibliographic map to identify additional themes and links among them as in Tamala, Maramag, Simeon, and Ignacio, (2022). To grasp the latest trends, the focus will be primarily on articles published in the last five years due to the topic's novelty. Therefore, only literature published from 01.01.2019 to the first quarter of 2024 in the academic database Web-of-Science is considered in the analysis.

3.1 Search terms

The search terms used include “wealth management”, “fintech”, “digital wealth management”, and “AI in wealth management”. The search terms are specifically used to identify the research conducted regarding technology in the wealth management sector. An exception is the search term “AI in wealth management”, which is used to consider the latest AI developments fostered by the emergency of ChatGpt and large language modes. This study will then analyse the literature to identify common themes and trends of technological applicability in wealth management. The following search term combinations were used to tailor the search results:

TS = (“Wealth management” and “Technology” or “FinTech” or “Financial Technology” or Wealth management and Technology*)

3.2 Exclusion criterion

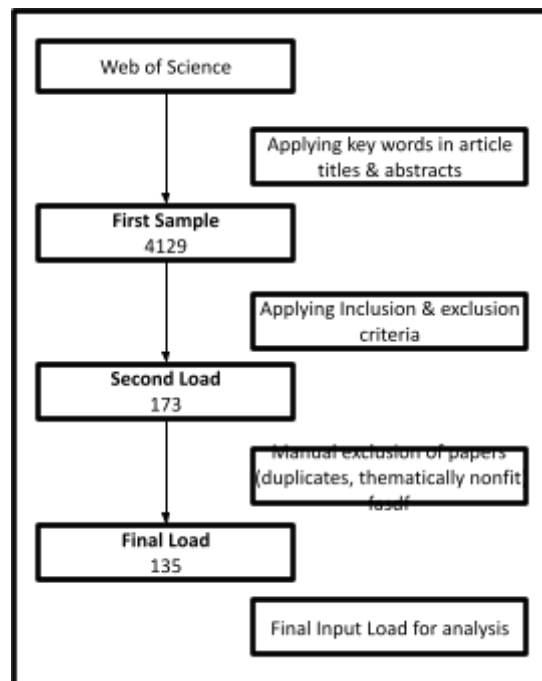
Based on the novelty of financial technology in the wealth management sector, the actual number of academic works is relatively small. Thus, making it necessary to widen the search term while applying elimination criterion to further narrow down the extended results. To grasp the latest stage of research all articles older than 5 years are excluded. The chosen literature comprises predominantly of reviewed articles to maintain a high standard of the research quality.

Table 1 – Criteria selection

Inclusion criteria	Exclusion criteria
English texts	Non-English texts
Peer-reviewed	Non-peer reviewed
Papers in the last 5 years (01.01.2019/2024, today)	Papers before 2019
Paper type: article, review article, early access article	Other

Source: our elaboration

Figure 1 – Paper selection process



Source: our elaboration

Without the elimination criterion, the search result comprised 4129 articles. The exclusion of non-peer-reviewed articles significantly reduced the number of results, thus eliminating also early-stage articles with interesting findings. To fully comprehend the stage of research, these documents were re-added to the literature review.

The chosen selection process, as outlined in Figure 1, reduced the number of publications significantly. After the application of the inclusion and exclusion criterion, only 173 remained. The manual exclusion of all non-relevant articles and the addition of wrongly excluded articles led to the total of 135 articles.

3.3 Analysis

The literature analysis comprises the total number of publications per year, the geographic distribution, the Journals publishing the papers and the used theories and methods.

The number of publications per year provides an indicator of the growing interest in the topic and further provides a hint about the maturity stage of the research. Thus, allowing to demonstrate an interest in the topic and its growing importance. The geographic distribution of the publications allows to derive the growth markets interested in the topic. The applied theories and methods provide insights into the conducted research. It furthermore allows to identify flaws in the research, which could open up the discussion and lead to more profound studies fostering further research.

4 Results

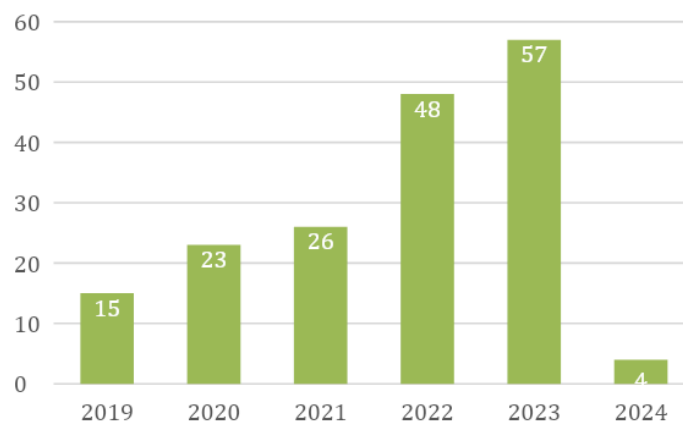
This section outlines the findings of this study by referring to the four objectives researched in this systematic review. It starts with the general analysis including the increasing number of publications in that field, their geographical distribution, journals in which they are published, and the applied theories and methods used in these papers. In the second step, these research areas are analysed, providing insights into the most recent developments in each field. The section concludes with technology's impact on the wealth management sector, providing a controversial outlook that serves as a gate to further research in each of the corresponding fields. Thus, contributing to drawing upon the summary of this systematic literature review.

4.1 Descriptive analysis

4.1.1 Number of publications variables

Despite being still at the lower end of all FinTech publications, WealthTech research increasingly gets more traction. The number of publications in the last four years tripled, as shown in Figure 2.

Figure 2 – Number of articles published in the period 2019-2024 covering wealth management and technology



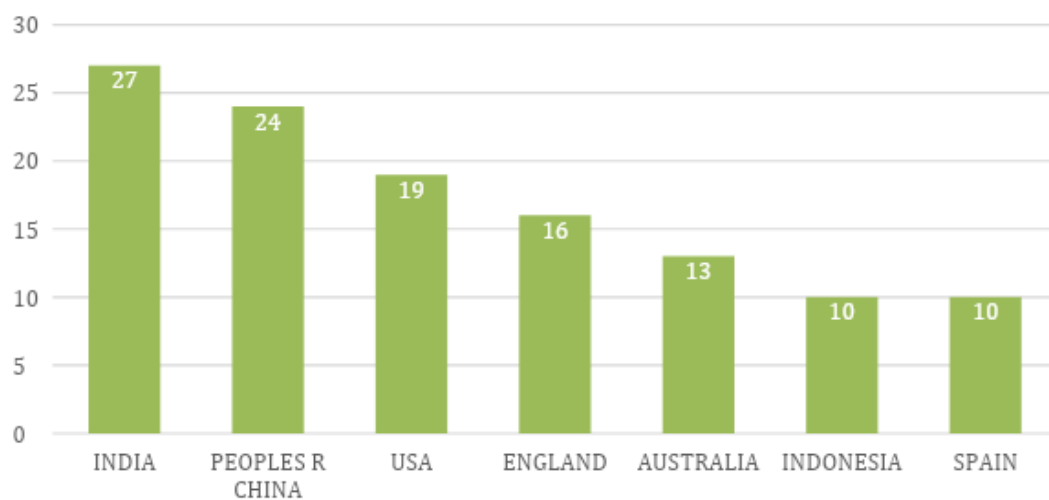
Source: our elaboration

The number of articles concerning wealth management and technology increased over the course of the last five years as revealed in Figure 2. It shows that in 2019 the number of publications in the field was only fifteen and the number of research papers increased significantly to 57 in 2023. The increase in the number of publications can be explained by different aspects, e.g. the intensified research, which does not only cover FinTech in general but also gets more detailed; additionally including categories such as AI, Blockchain, and Metaverse. Furthermore, the increasing industry awareness and the constant digitalisation push bolstered during the COVID-19 pandemic might positively impact the number of research (Naz, Karim, Houcine, & Naeem, 2022). Despite the increasing number of scientific papers, the literature about financial technology in conjunction with wealth management is rather small. The figure also reveals that the research of Wealth-Tech appears to be at an early stage with great potential for more research to come.

4.1.2 Geographic distribution

The geographic distribution is unsurprisingly represented by the largest economies and countries defined by a number of people and universities. India followed by the People's Republic of China has the most publications in the field, which might also be due to the significant wealth growth in these economies over the last years.

Figure 3 – Geographical distribution of the publications



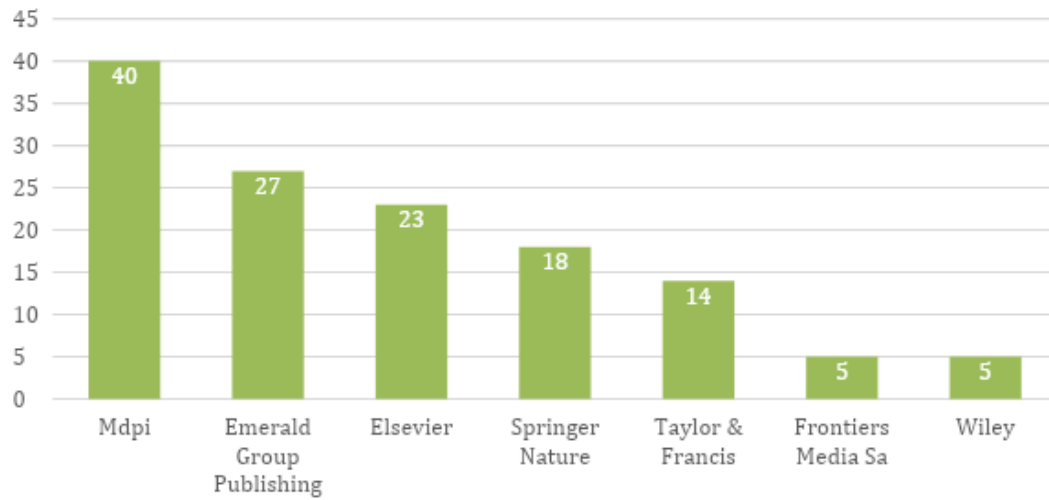
Source: our elaboration

4.1.3 Main Publishers & Journals

This systematic literature review attributed the analysed publications to 10 leading publishers. 24 were published in Mdpi, while 18 originated from Emerald Publishing, followed by 17 Elsevier and 10 Springer articles. Furthermore, also 4 articles each were published by Taylor & Francis, Frontiers Media and Willey.

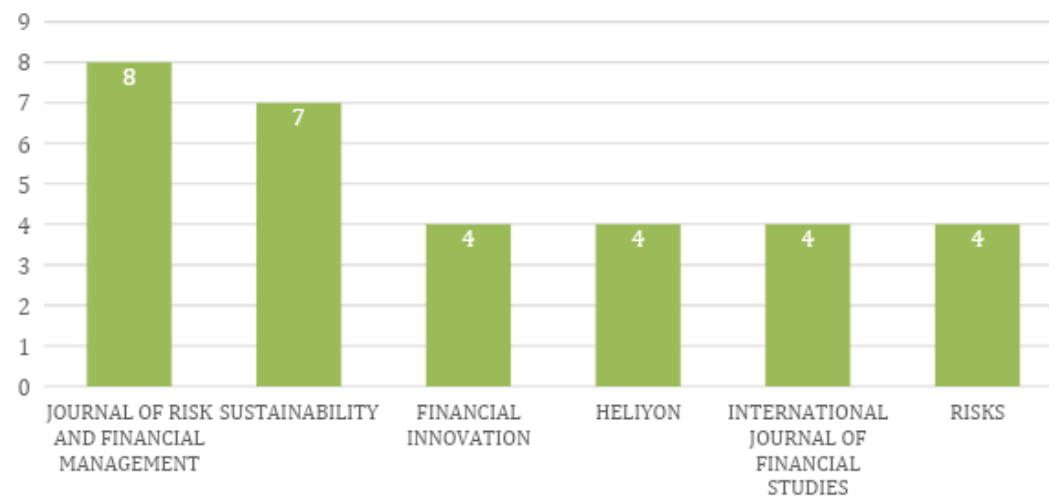
The leading journals identified during the analysis are shown in Figure 5. The first three Journals belong all to Mdpi. They count for 8 publications in the *Journal of Risk and Financial Management*, 7 publications for *Sustainability* and 4 publications in *Risk*. The reason for the dominance of Mdpi Journals among the first places might be that they allow an easier publication process. Furthermore, they are open-access, contributing to a more widespread access.

Figure 4 – Publishers covering the topic of technology



Source: our elaboration

Figure 5 – Journals covering the topic of technology and finance



Source: our elaboration

4.1.4 Research methods used in Wealth Tech research

The analysed articles used different approaches in the research designs and methods. The methodological designs used in the WealthTech research at the current stage comprised primarily of two main research approaches (Table 2/3). Qualitative research methods appeared dominantly in the form of interviews. Quantitative research design appears not to be available on a widespread scale. The only exception is the combination of interview and survey data. The reason for that might be the novelty of the topic and the limited available longitude data at the current stage.

Table 2 – Research designs

Methodological design	Number	%
Qualitative	53	40
Quantitative	10	7
Mixed method	72	53

Source: our elaboration

As for the methods used for data collection, the findings show that the data collection is based on third-party information in 95% of the cases. This includes the reference of pre-conducted user acceptancy studies as in Seiler and Fanenbruck (2021) and above all, literature reviews and bibliographic studies based on data from Web-of-science, Scopus or related databases as in Ghandour (2021) and Varma et al. (2022). The significant amount of review articles compared to qualitative and quantitative articles is recognisable and can be explained through different factors. These might be due to the topic's novelty, whereby actual first-hand data is limited, as well as the lack of longitudinal studies and historical data. Furthermore, the access to the discreet wealth management sector makes it difficult to acquire insights and data. This might be why most of the articles cover Fintech and its implications on a general level without putting it into context to actual areas within finance.

Table 3 – Data collection

Data collection method	Frequency
Case study	1
Interview	2
Survey	2
Questionnaire	2
Database	129

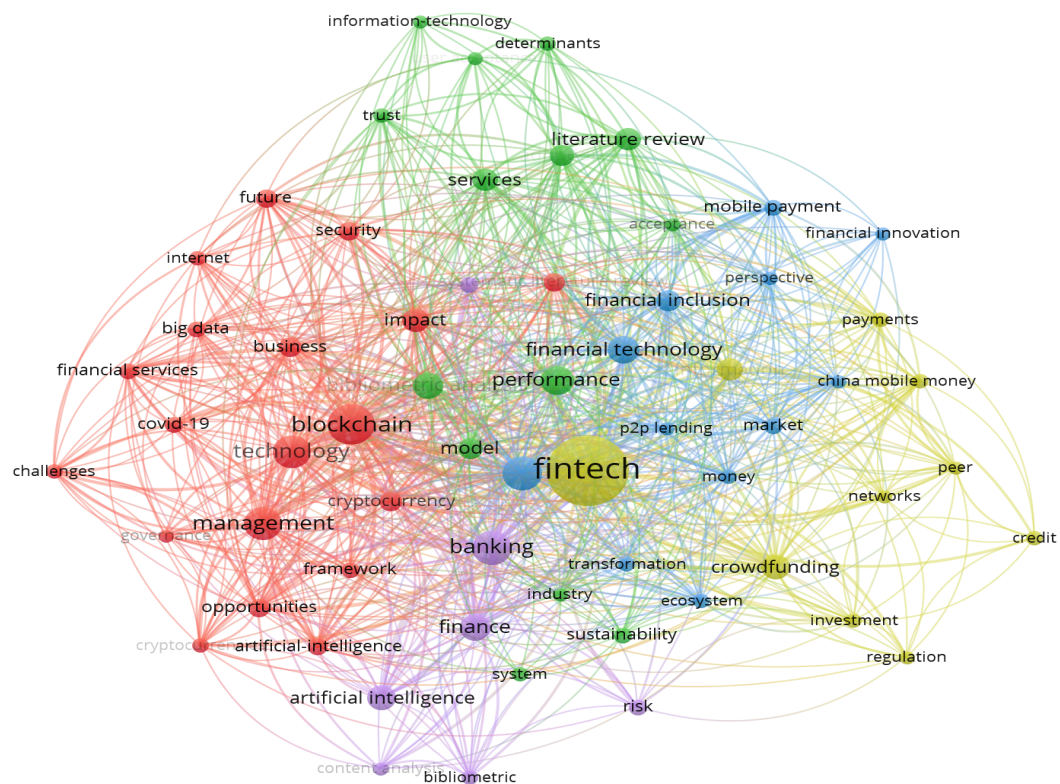
Note: differences occur due to multiple selection possibilities.

Source: our elaboration

4.2 Bibliometric mapping

By using the bibliometric mapping of VOSviewer, key themes and trends are visualised, establishing the links between the main themes and their interrelations to other research fields & topics. The network structure in Figure 6 displays the result of the used search term for this review. Thus, it reveals additional keywords of related topics used in the analysed publications.

Figure 6 – Sub-themes network structure of technology in wealth management research



Source: produced with VOSviewer based on Web-of-Science data analysis

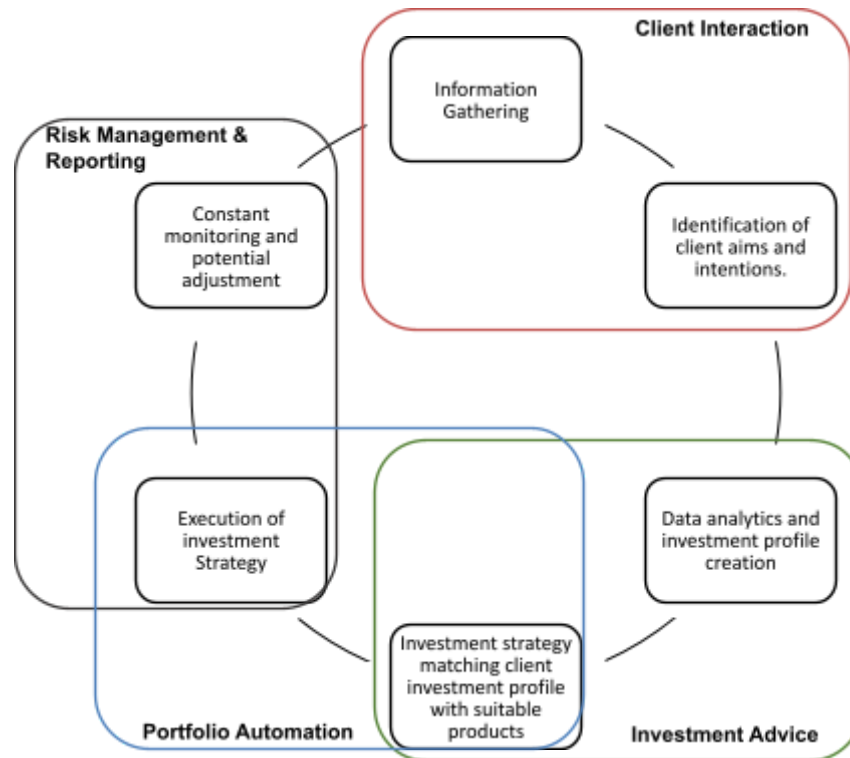
Fintech builds the key centre of the theme network structure functioning as the overarching umbrella Term. Thereby, the cluster reveal the technological topics around Fintech, namely blockchain, cryptocurrency, artificial-intelligence, mobile payments, and big data. Thus, it allows to identify the actual technologies that are currently of interest. Furthermore, it unveils topics which might be of additional interest in the research community, such as the security aspects around blockchain, its impact as well as the management of the technology and uses a cryptocurrency. Other clusters appear to be

around the banking in general linking several aspects to it such as funding and payments. The bibliographic mapping in Figure 6 provides a hint about the actual technologies the current research is focusing on, such as blockchain, AI, cryptocurrencies-bitcoin. In addition, further topics relevant around financial technology such as management, information and sustainability are mentioned. Linking them to each step of the simplified wealth management process (Figure 7) provides an indication about which technology might be incorporated for each of the steps in the process. In essence it also hints towards processing steps which are more susceptible to these new technologies.

4.3 Research topics within the wealth-tech research (Framework)

As the VOSviewer analysis of the articles revealed, there are several topics which appear more frequently in the literature. These topics did not explicitly target wealth management in general but can be clustered instead in several sub-areas alongside the wealth management process. Thereby, the identified keywords can be clustered among topics focusing mainly on labour-intensive processes and the focal points between technology and human interaction. The research names several areas being significantly shaped alongside the simplified wealth management process through new technologies (Figure 3). These are technological-enabled automation (Scherer & Lehner, 2023) big-data analytics (Nobanee, 2021) i.e., data science, cloud sharing (Singh & Kumar, 2014) and storing, as well as artificial intelligence (Bisht et al., 2022).

Figure 7 – Framework of the wealth management process (WM) and its key areas of technological impact



Source: adjusted from Evensky, Horan, and Robinson (2011)

Table 4 – Key literature topics and WM process**Client Interaction**

Keywords: process automation, chatbots, virtual assistants, advisor access, information, performance, data collection

As financial service providers aim to provide the best service to the clients while also cutting costs, it is likely that over the next decade, the automation of client and advisor conversations will become more automated and less human-based (Haberly, MacDonald-Korth, Urban, & Wójcik, 2019). Based on the collected data of the client – which can also be from third databases, e.g., credit-scorings, insurance requests etc. – the client's potential needs can be assessed. The pre-collected data, such as the clients, age, its credit history, or amount of children, can influence the investment assessment (Mogaji & Nguyen, 2022). Thus, allowing to offer the most suitable products to the client, corresponding to its current investment situation and intended goals (Königstorfer & Thalmann, 2020). Furthermore, the introduction of augmented reality as a new form of client interactions is raised by several authors. Chong, Keeling and de Ruyter (2021) predict using augmented realities as avatars, which can assist in client request handling.

Investment Advice

Keywords: networks, bigdata, AI

As the current research predicts, tailored investment advice will factor in various aspects, such as the risk tolerance of the client (Tertilt & Scholz, 2018) or the clients' financial needs. Furthermore, parameters which are already researched in other financing fields, such as the forecast of future cashflows in prediction modes on life expectancy (Moro Visconti, Montesi, & Papiro, 2018), spending habits (Zheng, Zhu, Li, Chen, & Tan, 2019) and required funding can be put into the analysis to conduct tailored investment advice to the client. Thereby, using AI reduces manual labour, costs, and analysis time. This makes investment advisory processes cheaper and more accessible for a broader spectrum of clients (Jarvis & Han, 2021).

Portfolio Automation

Keywords: blockchain, bitcoin, cryptocurrency, AI

The integration of big data analytics allows the use of predictive models, which would take up significant time for a human portfolio manager to comprehend. Adding additional features, such as the automated market news analysis can significantly enhance the performance. Ferreira, Gandomi, and Cardoso (2021) elaborate in their research on AI capabilities to evaluate emerging market information just in time when they are released to the market.

Risk Management & Reporting

Keywords: risk, security, information technology, impact, financial inclusion

Boreiko and Massarotti (2020) state that using new risk models or even several risk models combined can lead to a better overall risk assessment. The aggregation possibilities of scenario analysis, or sequential stress testing allows, due to Janabi (2021), a better understanding of the associated risk and their potential impacts. On the contrary, Kurshan, Shen, and Chen (2020) state that the widespread use of stress test models has yet to exist for AI. Furthermore, as stated by Dvorski, Kovsca and Lacković (2020), financial institutions can use different data sources for their risk reporting if the required standards are being met.

Source: our elaboration

4.4 Discussion of the findings

4.4.1 Descriptive Analysis

Based on the findings in the descriptive analysis, it can be concluded that research specifically targeting technology advancements in wealth management is still at a very early stage. This is indicated by the rather small number of publications and its continuously growing number over the last few years. The large number of review articles and the reliance on third-party data indicates that the topic appears to be diffuse and not well-defined yet. Thereby, only the essence of the current research stage is delivered in this paper. More detailed research is required to provide a concise picture in which direction the trend of technological applications in wealth management is heading. The geographical distribution of the articles provides a hint in which countries the research is of growing importance. The domination of articles published in India and China indicates the significant importance of the topic in these countries. Thus, more research in these countries could be expected. However, as trends are shifting rapidly and research narratives can change quickly, regional trends and outlooks provide merely a hint then a reliable prediction. The limitation of this paper comes from the search terms which refer primarily to wealth management and technology. As most of the current research is bundled under FinTech, some topics which could have been clustered under wealth management research might have been neglected. Thus, leading to the potential need of extending the search terms and clustering existing FinTech research under more defined categories.

4.4.2 Research Topics

The identified research topics are a snapshot of the current research trend which could change as the technology evolves. While the perceived advantages are widely addressed, the majority of research falls short addressing the risks and disadvantages.

The key research areas alongside the wealth management process circle – client interaction, investment advice, portfolio automation and risk management – benefit hugely from technological advancements. As presented in the findings above, these advancements, such as automation, increased analysis and processing time, and interconnection through data sharing, make the whole wealth management process perceivable easier. However, as the underlying technology becomes more sophisticated, it also adds to an increasing complexity. While at one end the processes become easier, on the technological end, it becomes increasingly more difficult and harder to grasp. This development is widely neglected in academic research. Thus, research is required on system limitations and technological maturity stages. Furthermore, overreliance on technology could lead to missing out on the fundamentals and understanding the bigger picture. What is perceived nowadays as cutting-edge could

change in the future. The continuing trend of automated processes could lead to a statutory stage. At one point, the revival of human interaction could become a competitive advantage again.

5 Conclusion

Compared to the widespread term FinTech and the under-it accumulated studies, WealthTech is only at an early stage of research within the financial technology research. As most of the research focuses on financial technology in general, not many papers conduct more profound research on the impact of technology on the sub-fields within the financial service sector. This might be due to the understanding that technological novelties impact the entire industry and can be assumed to have a universal importance for all the sub-fields.

Wealth management and technology have become a crucial topic in recent years as demographic change impacts the future of an entire sector. This bibliographic shows that certain developments have significant importance for the wealth-management sector. The interaction with clients at any time has significant importance on how they perceive the service quality of the financial service provider. The 24/7 availability enabled through human like Chatbots and avatars is predicted to become the state-of-the-art client interaction. At the same time, Big-Data analytics combined with AI will fundamentally change the data quality and potentially has a positive effect on the investment output. Collecting various data points from un-connected data-sources will lead to better prediction models and risk profiling of the clients as well as their investments. While the traditional financial advisor becomes less important, guidance through the abundance of new analysis methods and the interpretation of the generated output will become more critical. Thus, leading to the reduction of workforce and the significant cost-cutting in front areas of financial service providers. As AI models become more complex, increasingly sophisticated calculations and predictive models can be created. Thus, leading to more informed clients resulting in potentially better investment outcomes. While all these advancements can bring huge benefits regarding data quality and output generation, they can have negative social impacts. With increasing automation and the use of AI, it will become a matter of “who has the better technology” and predictive models. While services might become more cost-efficient initially, in the long run, it will be the question of who can afford the better systems and infrastructure. Thus, leading to questions on how to generate fair access to technology and how to provide inclusive services. In addition, cyber security aspects need to be addressed and appropriate measures put in place to avoid exploiting private data. Above all, the acceptance by the user is the most crucial factor. As the latest

research reveals, human-to-human interaction is still the preferred option when it comes to difficult and complex questions, as they cannot be performed by AI-powered and virtual advisors yet.

As this study comprises mainly of review articles, it neglects grey literature and working papers, which might include even more recent research. Furthermore, this review revealed a limited amount of quantitative research papers. This might be due to limited data access due to the topic's novelty but also based on the industry being discreet and not publicly sharing internal research data. Also, this review is limited to the publicly available informant and relies on third-party information. Thus, the current research exhibits several limitations which should be addressed in further research. At first, the non-existence of longitudinal studies allows only vague predictions about technology development in the wealth management sector. It should be addressed in user acceptance studies and performance analysis to identify the actual effectiveness and adaption rates. Furthermore, ecological, societal and ethical aspects might be of further research interest as on how to enable fair and general accessibility and affordability of technology.

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