The Impact of Digital Financial Innovation on Entrepreneurial Financial Performance through Digital Financial Knowledge: An Analytical Study of the Opinions of a sample of Workers of Iraqi Private Banks in -AL Najaf AL-Ashraf

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Abstract

The study aims to measure and analyze the impact of digital financial innovation on entrepreneurial financial performance through digital financial knowledge. The study community was represented by employees of Iraqi private banks, a sample of this community was selected, the sample size was (91) individuals, the questionnaire was adopted as a data collection tool, the method of modeling small squares (Partial Least Squares) was used in statistical analysis, using the (Smart-PLS) program, and after conducting the data analysis process and obtaining results, several conclusions were reached, including digital financial innovation has a positive moral impact on entrepreneurial financial performance. Based on the conclusions reached, a number of recommendations were formulated, most notably the need for banks to use the internet and mobile phone to provide banking services, as the use of these methods

leads to customers receiving banking services in a timely manner and with minimal effort and cost.

Introduction

Digital plays a prominent role in facilitating the (flexibility) of providing services (banking services), as the circumstances and crises that the world is going through necessitated the use of methods and methods that include the delivery of banking services to the farthest places, as well as attracting and attracting new customers (Alabassi & Naser,2022:1), this is accompanied by the speed in the delivery of those services, and therefore the need to adopt digital methods and programs in this field. Therefore, concepts such as digital financial innovation, digital financial knowledge and entrepreneurial financial performance have become the focus of attention of researchers and financial institutions alike, and these concepts are modern, especially since they appeared as a result of the surrounding circumstances of financial crises and health crises (Corona crisis).

Consumer behavior (financial, investment) has changed as a result of the advancement of digital technologies and e-commerce (Botta & Balaji, 2023), and a relationship has been found between digital knowledge and entrepreneurial financial performance, and this is what prompts researchers and financial institutions to focus on such topics. This interest and focus emerged especially after the G20 leaders ' meeting in 2016, when they introduced the Digital Financial Inclusion Initiative, which includes the study of concepts related to financial inclusion, namely digital financial innovation, digital financial knowledge and digital finance (Quelhas et al., 2023). The problem of the study is to try to answer several questions, including (what is the impact of digital financial innovation on entrepreneurial financial performance

And (what is the impact of digital financial knowledge on entrepreneurial financial performance?), While the importance of the study stems from the importance of the sector it addressed, which is the banking sector, especially since Iraq in recent years has opened up prospects for cooperation with many countries of the world and at all levels, especially banking, and this cooperation necessitated resorting to the adoption of modern methods (digital) to keep abreast of developments, so this study came to provide mechanisms and programs to support this development and communication in the field of providing banking services.

1. Study Methodology

1-1 The Problem of Studying

The problem of the study is represented by the following questions:

1. What is the impact of digital financial innovation on entrepreneurial financial performance?
2. What is the impact of digital financial knowledge on entrepreneurial financial performance?
3. What is the impact of digital financial innovation on entrepreneurial financial performance through digital financial knowledge?
4. What is the level of (digital financial innovation, digital financial knowledge and entrepreneurial financial performance)?

1-2 Objectives of the Study

The study aims to achieve the following:

1. Measuring and analyzing the impact of digital financial innovation on entrepreneurial financial performance.
2. Measuring and analyzing the impact of digital financial knowledge on entrepreneurial financial performance.

3- Measuring and analyzing the impact of digital financial innovation in entrepreneurial financial performance through digital financial knowledge

4- Determining the level of (digital financial innovation, digital financial knowledge and entrepreneurial financial performance).

1-3 Hypothetical Study Plan

The hypothetical study plan indicates the relationships between the study variables, which are (digital financial innovation) the independent variable, (digital financial knowledge) the mediating variable (and entrepreneurial financial performance) the dependent variable, and the following figure (1) shows the hypothetical study plan.
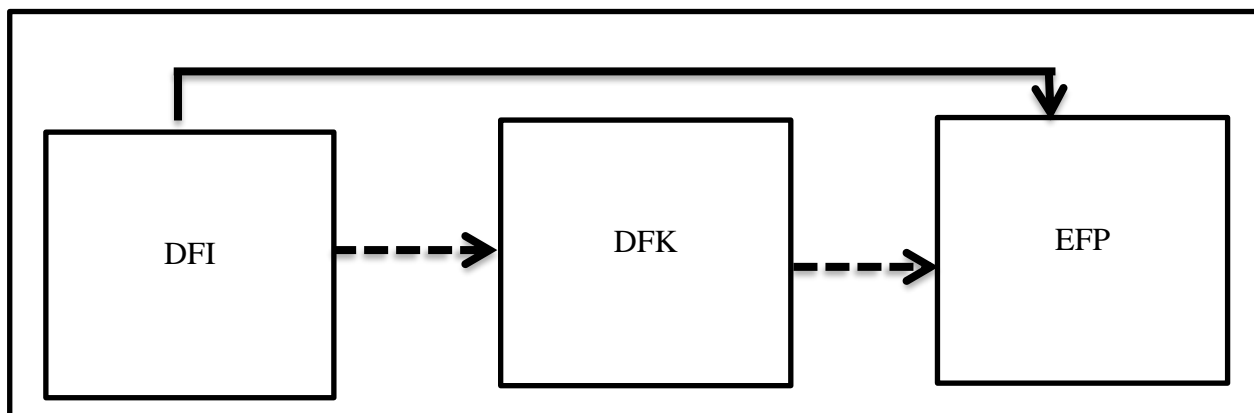

Figure (1): Hypothetical study plan,
(Source: Prepared by the researchers using the literature from the study)

1-4 Study Hypotheses

1-(H0): There is no significant effect of digital financial innovation on entrepreneurial financial performance.

1-(H1): There is a significant effect of digital financial innovation on entrepreneurial financial performance.

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2-(H0): There is no significant effect of digital financial innovation on digital financial knowledge.

2-(H1): There is a significant effect of digital financial innovation on digital financial knowledge.

3-(H0): There is no significant effect of digital knowledge on entrepreneurial financial performance.

3-(H1): There is a significant effect of digital financial knowledge on entrepreneurial financial performance.

4-(H0): There is no significant effect of digital financial innovation on entrepreneurial financial performance through digital financial knowledge.

4-(H1): There is a significant effect of digital financial innovation on entrepreneurial financial performance through digital financial knowledge.

1-5 Community and Sample Study

Since there were 111 members of the study community, those employed by private banks in the governorate of Najaf served as its representatives. A sample of this community with a size of (91) individuals was selected, as the table (Krejcie & Morgan, 1970) was used to determine the sample size, and the probabilistic sampling method was used to select the sample.

1-6 Measurement

Reliance was placed on (Al-Dmour et al., 2021) to measure the variable of digital financial innovation (independent variable), as this scale consists of four paragraphs, while (Yao & Meng, 2022) was relied on to measure entrepreneurial financial performance (dependent variable), and this scale consists of six paragraphs, and has been adopted (Arifin & Widjaya, 2022) to measure digital financial knowledge, as this scale consists of five paragraphs, the Likert scale with a five-point gradient, (1=

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strongly disagree), (2= disagree), (3= neither/nor agree), (4= agree), (5= strongly agree).

2. Theoretical Framework of the Study

2-1 The Concept of Digital Financial Innovation

The changes and crises in the current era (especially the Corona pandemic) have led financial institutions, especially banks, to resort to exploiting financial technology in order to achieve their goals of survival and growth. This is done by rapidly expanding access to and providing digital financial services, and this is done through digital channels such as Smartphones, the Internet (Widyaningsih et al., 2021:4), (Alabassi & Naser,2022:2). As a result, digital financial innovations in the banking industry have changed the financial sector, leading to the emergence of new delivery channels for financial services such as ATMs, mobile phones, the Internet and banking agencies (Jr et al., 2021:933). According to Gomber et al. (2017), the phrase "digital financial innovation" refers to a broad variety of innovative financial services and software that are intended to make it easier and more convenient for clients to interact and communicate with financial institutions. According to (Korir et al., 2015), digital financial innovation is the process by which financial institutions provide new technologies to increase the efficacy and efficiency of the services they offer to clients (Al-Damour et al., 2021: 5). Furthermore, as per Klapper et al. (2016:4), digital financial innovation encompasses a range of financial functions like risk management, credit rating, and capital market operations. It also include additional financial functions like payments, receipts, and customer support, and ultimately improve returns. Digital financial innovation also helps correct deficiencies and defects in the market and thus raises the efficiency of financial intermediation by increasing the diversity and improving the quality of financial services and ultimately achieving leadership in performance.

Digital financial innovation is defined as the creation and innovation of new financial tools and technologies, products, for example (new types of derivatives or assets), operations, for example (online banking, phone banking, and other forms of ICT applications) (Dabrowski, 2017: 9). While (Al-Damour et al., 2021: 5) defined digital financial innovation as the introduction of new technologies, methods, or processes into the production chain to provide advantages to customers in the field of providing banking services. (Ansong et al., 2011: 94) defined digital financial innovation as the introduction of new financial services and processes and the expanded use of technology and communications in the financial system. Digital financial innovation may also involve modifying an existing idea either as a product or a process.

2-2 The Concept of Digital Financial Knowledge

Many studies have recently touched on the issue of digital financial literacy (Normawati et al., 2021: 4), as digital technological development has led to a change in customers' behavior with regard to financing and investment (Setiawan et al., 2022: 320), and financial knowledge is Digitalization is one of the important factors that improve financial behavior, which in turn will affect financial well-being (Normawati et al., 2021: 4). Moreover, financial knowledge helps customers manage and make the right financial decisions (Ramli et al., 2022: 2). Digital financial literacy refers to awareness of digital financial risks and utilizing knowledge of digital financial services, as well as risk control (Azeez & Akhtar, 2021:9). Rahayu et al., 2022: 81 points out that digital financial literacy is the customer's level of understanding of online purchases, online payments with different payment methods and the online banking system. The use of software applications through personal digital devices, such as smartphones and tablets, (to access financial products) or so-called financial technology has provided new investment opportunities, and this enhances entrepreneurial financial performance (Prete, 2022: 1). Digital financial knowledge and skills are a crucial factor in the field of implementing and accessing

digital financial services, as well as the ability to confront risks and thus achieve leadership in financial performance (Luo et al., 2021:55). (Hayati & Syofyan, 2021:192) stated that improving digital financial knowledge requires knowledge of several aspects, including digital finance, general knowledge of digital finance, which includes knowledge related to financial issues, risks of financial products, and rights and obligations as consumers to users of financial products. Digital financial literacy is embodied in awareness of financial products and the ability to apply financial knowledge and skills to manage financial resources to achieve leadership, as financial products represent opportunities that customers can invest, and these opportunities are represented by obtaining the products at the appropriate time and quantity (Ravikumar et al., 2022: 3).

(Normawati et al., 2021:4) defines digital financial knowledge as the ability to perform financial operations using digital technology. Examples of these operations include the circulation of digital money, financial payments via mobile phone, financial services via the Internet, and automated banking through banking and non-banking institutions. Banking. While (Prasad et al., 2018: 23) defines digital financial knowledge as the customer's ability to understand, analyse, manage, and communicate about his financing operations, or it is the set of skills and knowledge that allows the customer to make effective decisions through his understanding of financial resources. (Morgan et al., 2019: 4) defines digital financial knowledge as knowledge of digital financial services, which is embodied in the basic understanding of digital financial services, that is, knowledge of the existence of non-traditional financial services that are provided through digital means such as the Internet and mobile phones.

2-3 The Concept of Entrepreneurial Financial Performance

Entrepreneurship is one of the most prominent topics on the agenda of any financial institution in the world (Bayrakdaroğlu & Bayrakdaroğlu, 2017:28), and in its quest

to gain market share and reserve a position in the work environment, banks began to look for added value through which they could meet the renewed requirements in time, quality and quantity, and this made it imperative for them to achieve leadership in performance (Khan et al., 2021:747). Entrepreneurial financial performance includes several aspects, including innovation, proactivity and risk management (Kallmuenzer & Peters, 2018:3), therefore, entrepreneurial financial performance leads to maximizing returns and thus enhancing survival and improving growth (Yao & Meng, 2022:3). (Sebikari, 2019: 164) points out that leadership in financial performance results by exploiting the opportunities available in light of the progress and development that the world is experiencing (technological progress), as well as the orientation of banks towards enhancing their innovative activities, which results in increasing the ability to meet the renewed needs of customers and then reflect positively on maximizing returns. Entrepreneurial financial performance has a short-term effect of increasing sales and increasing market share, a long-term effect of increasing competitiveness and thus survival and growth (Aktan & Bulut, 2008: 71). Entrepreneurial financial performance is an important aspect of any bank and a decisive factor in the success of these institutions, in addition, entrepreneurial financial performance contributes to increasing the ability of banks to expand and then survive (Niewoudt, 2016: 5). He pointed out (Aloo et al., 2022:255) pointed out that banks that achieve leadership in their financial performance are more competitive and successful compared to banks that do not have this advantage (entrepreneurial financial performance). Entrepreneurial financial performance is built on the foundations of innovation in the field of Finance and investment (Rita & Utomo, 2019:281), wisher (Luo et al., 2021: 58) that the pioneering financial performance is represented by a set of innovative decisions that result in positive results for the bank. As noted (Cornwall et al., 2019: 5) that leadership in performance requires an understanding of the financial markets and their structure,

in order to directly or indirectly access funds in a timely manner, as well as identify investment opportunities and exploit them optimally.

(Tang & Hull, 2012) defined entrepreneurial financial performance as the ability of a bank to provide financial services in a different way from other financial institutions and then reflect positively on its returns as well as achieving customer satisfaction (Fang & An, 2017: 106), while (Aktan & Bulut, 2008: 71) defined entrepreneurial financial performance as the bank's ability to generate new products and then maximize returns, this is done through operations and activities of an innovative nature. (Laitinen, 2011:60) defines entrepreneurial financial performance as a multidimensional measure, based on profitability, growth, liquidity, solvency and business stability.

3. Practical Framework of the Study

3-1 Normal Distribution Test

3-1-1 Testing the Normal Distribution of the Digital Financial Innovation Variable

The data is considered to be distributed normally if both Skewness and Kurtosis values are limited between (1.96+) and (1.96-). In this paragraph, the normal distribution test of the digital financial innovation variable is conducted to determine whether its data is distributed normally or not. The normal distribution is identified through the values of skewness and oblateness

Table (1): Normal distribution of the digital financial innovation variable, (Source: Output of Program spssv26)

Item	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
dfi1	91	-.231-	.253	.071	.500
dfi2	91	.018	.253	.148	.500
dfi3	91	-.725-	.253	1.435	.500
dfi4	91	.347	.253	-.867-	.500

The results of Table (1) indicate that the values of skewness and skewness were within the required values, so the data are normally distributed.

3-1-2 Testing the Normal Distribution of the Digital Financial Knowledge Variable

It can be said that the data is normally distributed if the skewness and kurtosis values are limited to (1.96+) and (1.96-). The results of the table below show the normal distribution of the digital financial knowledge variable.

Table (2): Normal distribution of the digital financial knowledge variable, (Source: Output of Program spssv26)

Item	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
dfk1	91	-.151-	.253	.999	.500
dfk2	91	.131	.253	-.024-	.500
dfk3	91	-.051-	.253	.217	.500
dfk4	91	-.730-	.253	1.019	.500
dfk5	91	-.204-	.253	-.179-	.500

The results of Table (2) indicate that the values of skewness and skewness were within the required values, so the data are normally distributed.

3-1-3 Testing the Normal Distribution of the Entrepreneurial Financial Performance Variable

It can be said that the data is normally distributed if the skewness and kurtosis values are limited to (1.96+) and (1.96-). The results of the table below show the normal distribution of the digital financial knowledge variable.

Table (3): normal distribution of the Entrepreneurial financial performance variable,
(Source: Output of Program spssv26)

Item	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
efp1	91	-.684-	.253	.888	.500
efp2	91	-.382-	.253	.757	.500
efp3	91	.097	.253	.153	.500
efp4	91	.007	.253	-.253-	.500
efp5	91	-.446-	.253	.737	.500
efp6	91	-.484-	.253	.171	.500

Table (3) makes it evident that every Skewness and Kurtosis result has fallen inside allowable bounds. And thus it can be said that the data is distributed normally.

3-2 Statistical Description

3-2-1 Statistical Description of the Digital Financial Innovation Variable

The variable of digital financial innovation is statistically described in this paragraph in order to ascertain whether or not it is prevalent in the study sample. The arithmetic mean values will be extracted, and if the overall rate of the arithmetic mean is greater than the hypothetical mean (3), this indicates that the variable is prevalent in the study sample. The standard deviation will also be used to determine whether or not the study sample's opinions are homogeneous.

Table (4): descriptive statistics for the digital financial innovation variable, (Source: Output of Program spssv26)

Item	Mean	Std. Deviation
dfi1	2.98	.906
dfi2	3.21	.913
dfi3	3.16	.885
dfi4	3.33	.989
DFI	3.17	.630

The results of Table (4) indicate that the general mean arithmetic mean is greater than the hypothesized mean, and this indicates the prevalence of this variable in the study sample. In addition, the results of the standard deviation were close.

3-2-2 Statistical Description of the Digital Financial Knowledge Variable

The standard deviation is used as a measure to determine whether the variable is present in the study sample or not. If the general mean of the arithmetic mean is higher than the hypothesized mean, this indicates the presence of the variable in the study sample. The standard deviation will also be relied upon to identify the homogeneity of the opinions of the study sample.

Table (5): statistical description of the digital financial knowledge variable,
(Source: Output of Program spssv26)

Item	Mean	Std. Deviation
dfk1	3.27	.668
dfk2	3.21	.901
dfk3	3.10	.804
dfk4	3.49	.794
dfk5	3.29	.946
DFK	3.27	.559

The results of Table (5) indicate that the general mean arithmetic mean is greater than the hypothesized mean, and this indicates the prevalence of this variable in the study sample. In addition, the results of the standard deviation were close.

3-2-3 Statistical Description of the Entrepreneurial Financial Performance Variable

The standard deviation is used as a measure to determine whether the variable is present in the study sample or not. If the general mean of the arithmetic mean is higher than the hypothesized mean, this indicates the presence of the variable in the study sample. The standard deviation will also be relied upon to identify the homogeneity of the opinions of the study sample.

Table (6): statistical description of the variable of entrepreneurial financial performance,
(Source: Output of Program spssv26)

Item	Mean	Std. Deviation
efp1	3.35	.751
efp2	3.42	.804
efp3	3.48	.899
efp4	3.37	.725
efp5	3.23	.804
efp6	3.19	.829
EFP	3.34	.559

Table (6) makes this evident. Since the general arithmetic mean is greater than the hypothetical one, it can be concluded that both the standard deviation results and the prevalence of entrepreneurial financial success in the study population were near.

3-3 Measurement Model Evaluation Criteria

Validity and reliability are the two main criteria used to evaluate the measurement model. Reliability is the measure's capacity to yield consistent findings on subsequent tests, which indicates its consistency. Validity indicates the scale's accuracy since it shows the scale's capacity to measure (measure what it was intended to measure). The measurement model according to partial least squares structural modeling (PLS-SEM) is assessed using four criteria and is based on (Hair et al., 2017), as shown in the table below.

Table (7): criteria for evaluating the measurement model,
(Source: preparation of the researchers based on (Hair et al., 2017).

Standard	Acceptable levels
Internal Consistency Reliability	Cronbach's alpha ≥0.70, composite reliability≥0.60
Indicator Reliability	Outer loading≥0.70
average variance extracted	AVA≥0.50
Discriminant Validity	HTMT<0.90

In accordance with permissible levels and limits, the measurement model for the research variables is assessed to ensure compliance with standards. The model's

evaluation results for the study variables are displayed in Figure (2) and Tables (8), (9), (10), and (11).
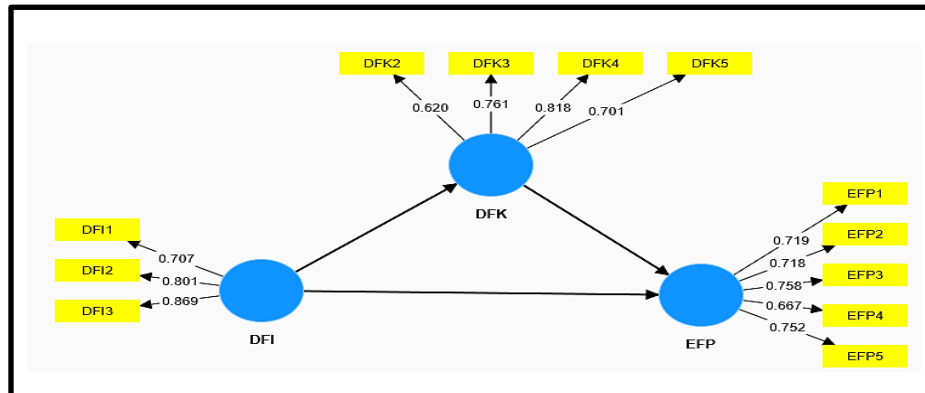

Figure (2): Evaluation of the measurement model, (Source: Output of Program smart-pls4)

Table (8): Measurement model values for the digital financial innovation variable,
(Source: Output of Program smart-pls4)

Item	Saturations	Cronbach's alpha	Composite reliability	AVE
dfi1	0.707	0.707	0.837	0.633
dfi2	0.801			
dfi3	0.869			

The findings of all three criteria—Cronbach, composite reliability, and average variance extracted—were clearly within acceptable bounds for the variable measuring digital financial innovation, as shown in Figure (2) and Table (8) above. However, all of the items' findings (saturations) fell within acceptable bounds, with the exception of paragraph (DFI4), which was removed since it failed to reach the necessary saturation.

Table (9): Measurement model values for the digital financial knowledge variable,
(Source: Output of Program smart-pls4)

Item	Saturations	Cronbach's alpha	Composite reliability	AVE
dfk2	0.620	0.707	0.817	0.531
dfk3	0.761			
dfk4	0.818			
dfk5	0.701			

The findings of all three criteria—Cronbach, composite reliability, and average variance extracted—were clearly within acceptable bounds for the digital financial innovation variable, as shown in Figure (2) and Table (9) above. However, all of the items' findings (saturations) fell within acceptable bounds, with the exception of paragraph (DFK1), which was removed since it failed to reach the necessary saturation.

Table (10): Measurement model values for the entrepreneurial financial performance variable,
(Source: Output of Program smart-pls4)

Item	Saturations	Cronbach's alpha	Composite reliability	AVE
efp1	0.719	0.772	0.846	0.524
efp2	0.718			
efp3	0.758			
efp4	0.667			
efp5	0.752			

The findings of all three criteria—Cronbach, composite reliability, and average variance extracted—were clearly within acceptable bounds for the digital financial innovation variable, as shown in Figure (2) and Table (10) above. However, all of the items' findings (saturations) fell within acceptable bounds, with the exception of paragraph (EFP6), which was removed since it failed to reach the necessary saturation.

Table (11) below displays the results of the discriminant validity test for the study variables using the (HTMT) criterion.

Table (11): Discriminant validity test, (Source: Output of Program smart-pls4)

	DFI	DFK	EFP
DFI			
DFK	0.796		
EFP	0.643	0.729	

Based on the results of Table (11), all variables met the acceptable limits for the (HTMT) standard, that is, they were less than (0.90).

3-4 Testing the Study Hypotheses

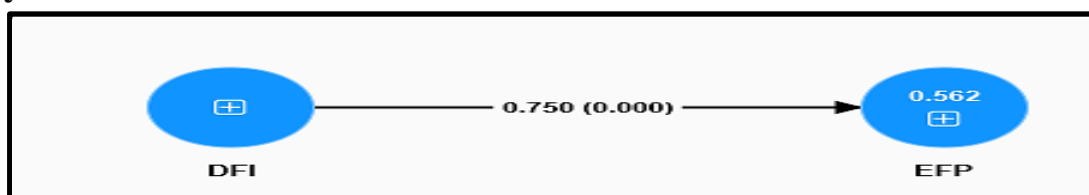**3-4-1 The First Hypothesis (That Digital Financial Innovation Has No Appreciable Impact on Entrepreneurial Financial Performance) Is Tested and Analyzed.**

Figure (3): The impact of digital financial innovation on entrepreneurial financial performance, (Source: Output of Program smart-pls4)

Table (12): Results of testing the impact of digital financial innovation on entrepreneurial financial performance, (Source: Output of Program smart-pls4)

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DFI -> EFP	0.750	0.036	20.781	0.000

From the figure (3) and table (12) above it is clear that the influence factor is (0.75), while the level of significance reached (0.000), which is lower than the significance assumed by the researchers (0.05). These findings support the acceptance of the alternative hypothesis and the rejection of the null hypothesis.

3-4-2 Testing and analysis of the second hypothesis: (There is no significant effect of digital financial innovation on digital financial knowledge).
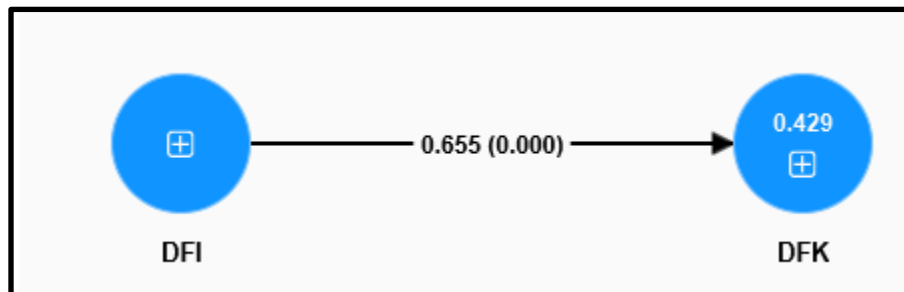

Figure (4): The impact of digital financial innovation on digital financial knowledge,
(Source: Output of Program smart-pls4)

Table (13): Results of testing the impact of digital financial innovation on digital financial knowledge,
(Source: Output of Program smart-pls4)

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DFI -> DFK	0.655	0.061	10.708	0.000

From the figure (4) and table (13) above it is clear that the influence factor is (0.66), while the level of significance reached (0.000), which is lower than the significance assumed by the researchers (0.05). These findings support the acceptance of the alternative hypothesis and the rejection of the null hypothesis.

3-4-3 Testing and Analysis of the Third Hypothesis: (There Is No Significant Effect of Digital Financial Knowledge on Entrepreneurial Financial Performance).
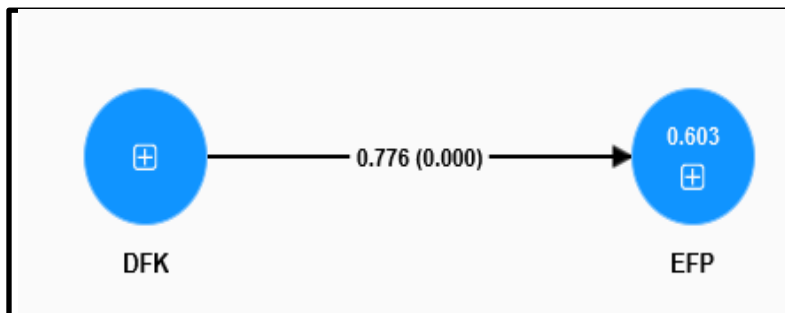

Figure (5): The impact of digital financial knowledge on entrepreneurial financial performance, (Source: Output of Program smart-pls4)

Table (14): Results of testing the impact of digital financial knowledge on entrepreneurial financial performance, (Source: Output of Program smart-pls4)

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DFK -> EFP	0.776	0.043	18.055	0.000

From the figure (5) and table (14) above it is clear that the influence factor is (0.76), while the level of significance reached (0.000), which is lower than the significance assumed by the researchers (0.05). These findings support the acceptance of the alternative hypothesis and the rejection of the null hypothesis.

3-4-4 Testing and Analysis of the Third Hypothesis: (There Is No Significant Effect of Digital Financial Innovation on Entrepreneurial Financial Performance Through Digital Financial Knowledge).
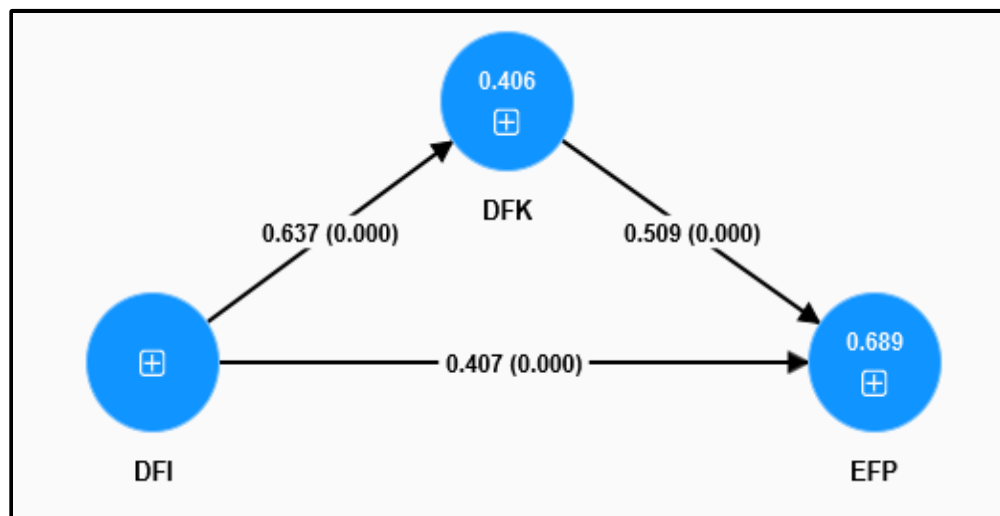

Figure (6): The impact of digital financial innovation on entrepreneurial financial performance through digital financial knowledge, (Source: Output of Program smart-pls4)

Table (15): Results of testing the impact of digital financial innovation on entrepreneurial financial performance through digital financial knowledge, (Source: Output of Program smart-pls4)

	Original sample (O)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
DFI -> DFK	0.637	0.068	9.385	0.000
DFI -> EFP	0.407	0.069	5.940	0.000
DFK -> EFP	0.509	0.066	7.677	0.000

From the figure (6) and table (15) above it is clear that the coefficient of influence of the independent variable on the mediating variable is (0.64), which is significant at a significance level of (0.05), while the coefficient of influence of the mediating variable on the dependent variable is (0.51), which is significant at a significance level of (0.05). The coefficient of influence of the independent variable on the

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dependent variable is (0.41), which, at the significance level of 0.05, is noteworthy. These findings demonstrate that the relationship between digital financial innovation and entrepreneurial financial performance is mediated by the digital financial knowledge variable. Consequently, the null hypothesis is disproved and adopted in light of these findings. Another theory.

4. Conclusions and Recommendations

4-1 Conclusions

Through the results reached and the intellectual contributions presented in the current study, the following conclusions were reached:

1- The scarcity of studies that addressed the variables of the study, especially the variable of digital financial knowledge, at the level of the Arab world.

2- The results showed that the study sample has the desire and ability to use modern (digital) methods in the field of banking, especially the use of the Internet and mobile phones in providing banking services.

3- Digital financial innovation has a positive, significant impact on entrepreneurial financial performance, meaning that financial innovation, which includes the use of modern software and methods for providing banking services, is reflected positively in increasing customer interaction and communication with the bank easily, which leads to maximizing the bank's returns.

4- Digital financial knowledge has a positive, significant impact on entrepreneurial financial performance, meaning that increasing the customer's level of understanding and knowledge about providing and obtaining banking services via smart phones and the Internet would reflect positively on the bank's returns by increasing the volume of banking services provided. In record time.

5- Digital financial innovation has a positive, significant impact on entrepreneurial financial performance through digital financial knowledge, meaning that building new digital platforms and through the availability of knowledge about how to use these platforms will facilitate the process of providing banking services, which will reflect positively on financial performance (increase Returns) through increasing the volume of banking services provided.

4-2 Recommendations

1- The researchers recommend the need to address the variables of the study and try to apply them in other sectors, due to the importance of these variables, especially since our financial institutions operate in different dynamic conditions and crises.

2- The need for banks to move towards enhancing the use of digital banking services (mobile phones, the Internet, etc.) through modern means. This is done by using local and international expertise and by holding courses in this field, as well as awareness campaigns, with the aim of investing in these methods. In the optimal way to achieve leadership in financial performance and at the level of banking work.

3- The need for banks to use the Internet and mobile phones to provide banking services, as using these methods leads to customers receiving banking services in a timely manner and with less effort and cost. Hence, this reflects positively on the bank's returns.

4- The researchers recommend that banks need to develop and enhance digital financial knowledge and skills and increase awareness of digital financial products. This is done by designing high-level training programs, as well as holding seminars and workshops, especially in the field of digital finance and digital investment.

5- The researchers recommend the need for banks to provide a set of guidelines (mechanisms, methods, programs) on how to use the new digital platforms for digital banking services.

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