

Impact of Digital Finance On Financial Performance in Moroccan Firms

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Abstract

In the current context marked by deep economic, political and social changes, digitalization is a necessary reality.

This article attempts to measure the impact of digital finance on the financial performance of Moroccan companies. The selected variables are as follows: Digital finance is measured using a composite index incorporating three sub-indices: access, use and transaction costs of financial services while financial performance is measured primarily by the return on assets (ROA) as well as other control variables.

Besides, we chose sample panel data from Moroccan companies from the years between 2010 and 2020.

This study reveals that digital finance is strongly associated with the financial performance of companies.

Indeed, the results of this study have shown that the ease of access to digital financial services and transaction costs have significant effects on the financial performance of companies.

Keywords: digital finance, financial performance