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# **The Impact of Fintech and Artificial Intelligence on Business Process Optimization and Business Sustainability: A Bibliometric Study on the Scopus Database**

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## **Abstract**

This study presents a bibliometric analysis of global research on the intersection of Financial Technology, Artificial Intelligence (AI), business process optimisation, and business sustainability, based solely on publications indexed in the Elsevier Scopus database. Its main objective is to identify key research trends, annual scientific production, influential authors, affiliations and published papers, most relevant journals, as well as thematic clusters, trend topics, and future directions within this rapidly evolving field that bridges digital transformation and sustainable business practices.

The search was conducted in the Scopus database using a structured query combining the keywords “FinTech”, “artificial intelligence”, “business process optimisation”, “digital transformation”, and “sustainability”. The dataset includes 377 papers published as journal articles and review papers published between 2018 and 2025(6), reflecting the emergence and topicality of FinTech and AI in sustainable business contexts. Bibliometric data were analysed using Bibliometrix (R) to map co-authorship, co-citation, and keyword co-occurrence networks. Quantitative indicators such as annual publication growth rate, most relevant authors, affiliation as well as geographic distribution were also examined.

Results reveal a sharp increase in publications in 2024 and 2025, coinciding with the rapid diffusion of AI-driven financial technologies. Four dominant research clusters emerged: (1) sustainability; (2) digital transformation; (3) blockchain; and (4) FinTech. Leading cited countries include France, Spain, and China. The analysis also highlights emerging research themes such as FinTech, green computing, and risk management.

This bibliometric review provides a comprehensive overview of how FinTech and AI research contribute to optimising business processes while promoting sustainability and sustainable growth.

**Keywords:** Artificial Intelligence, Bibliometric Analysis, Business Process Optimisation, FinTech, Digital Transformation Sustainability, Scopus