

**Article Link**

<https://www.poverty-action.org/sites/default/files/retail%2520banking%2520insid...>

## Microfinance launches into new frontiers

IPA president Dean Karlan contributes his thoughts on new trends in the microfinance industry. From the article:

*"Karlan agrees that mobile banking is a key trend and notes with the increasing focus on profit, mobile banking will be able to lower transaction costs. 'However, there is a risk that lower transaction costs will also make it harder for individuals to avoid temptation consumption. Thus, with the electronification of payments we would ideally also see innovation in product design to help individuals achieve personal and household goals, and not succumb to their own or their spouse's whims,' he notes"*

April 05, 2010