
DEVELOPING A DBA RESEARCH PROPOSAL

Proposed Dissertation Title:

Factors Influencing SMEs' Willingness to Share Open Banking Data for Lending in the UK: The Roles of Data Scope and Granularity, Transparency, Privacy Disutility, Trust and Perceived Lending Benefit

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WHY THIS RESEARCH MATTERS TO ME?

Professional Experience

- 19 years of banking experience in Foreign Exchange, Corporate Credit and SME Finance.
- Led SME banking operations and business development.
- Worked closely with SMEs seeking business finance.
- Observed financing challenges from both lender and borrower perspectives.

Problem Observed

- SMEs frequently struggled to obtain finance despite having viable businesses.
- Banks often lacked sufficient borrower information that hindered credit assessment.
- Traditional documents did not provide complete real-time cash-flow information.
- Some loan proposals resulted in rejection, insufficient funding or higher collateral requirement.

INITIAL RESEARCH IDEA

Initial Research Interest

Digital Financial Services → Improved Credit Access → SME Sustainability

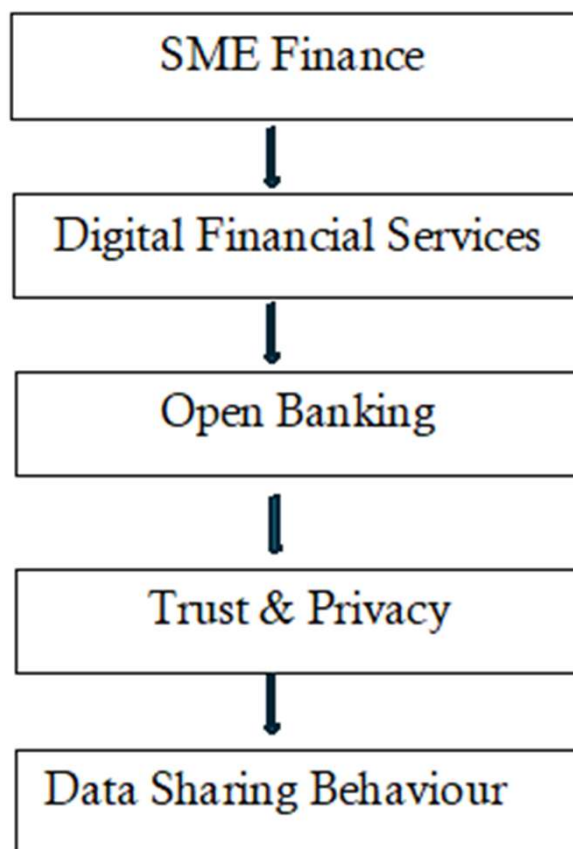
Assumptions

- Digital technologies improve finance access
- Better finance leads to business growth & sustainability
- Technology is the primary solution

Research Context:

- Bangladesh
- Digital Transformation
- Financial Inclusion

HOW MY THINKING EVOLVED?



Initial Assumption:

Digital Technology → Better Access to Finance

What Literature Revealed

Open Banking Infrastructure → Customer Consent
Potential Lending Outcomes ← Financial Data Access

KEY INTELLECTUAL LEARNING POINT?

Before

SME Finance Problem
↓
Need More Lending
↓
Digital Technology
↓
Better Lending Outcomes



After

Information Asymmetry
↓
Need Better Information
↓
Open Banking Data Access
↓
Customer Consent Required
↓
Behavioural Data Sharing Decision

Research Evidence Shows

- Privacy Concern Reduce willingness to share
- Trust Influences Open banking Participation
 - Customers are uncertain about data use
- Infrastructure alone does not ensure participation

PROBLEM STATEMENT & RESEARCH GAP

Industry Reality

- Open Banking depends on customer consent
- Lenders need richer financial information
- Privacy & trust concern affect participation
- Technical Infrastructure does not guarantee data sharing

Existing Research Focus

- Adoption intention
- Financial inclusion
- Fintech competition
- Technology acceptance
- Cyber security

Research Gap

Limited evidence explains how data scope and granularity, privacy disutility, transparency, trust and perceived lending benefits jointly shapes SME's willingness to share Open banking data for lending.

RESEARCH AIM & OBJECTIVES

Research Aim:

To examine how API Data Scope and Granularity, Data-Evaluation Transparency, Privacy Disutility, Trust and Perceived Lending Benefit influence SMEs' willingness to share Open Banking data for lending purposes.

Research Objectives:

To examine the effect of

- API data scope granularity on privacy utility
- Data evaluation Transparency on privacy and willingness to share
- Privacy disutility on willingness to share
- Trust on willingness to share
- Perceived lending benefits on willingness to share

RESEARCH PARADIGM

Thomas Kuhn's Perspective

Normal Science

Existing Paradigm → Research → Knowledge Development

Paradigm Shift

Unexplained Problem Arises



Crisis



New Theory emerges



Paradigm Shift

The study works within an established research tradition, applying existing theories to a new empirical context.

Position of the Study:

Normal Science

Selected Paradigm: Positivism

- Objective reality assumed
- Measurable constructs
- Hypothesis testing
- Quantitative data
- Statistical analysis

RESEARCH PHILOSOPHY AND METHODOLOGICAL ALIGNMENT

Element	Position	Application to This Study
Ontology	Objectivist Realism	Privacy Disutility, Trust and Willingness to Share Open Banking Data are real phenomena that exist independently of the researcher and can be measured.
Epistemology	Positivism	Knowledge will be generated through measurement, observation and statistical testing rather than subjective interpretation.
Axiology	Value-Aware Objectivity	Professional experience influenced the choice of topic. However objectivity will be maintained through established theories, validated scales and systematic analysis.
Research Approach	Deductive	Hypotheses are derived from theory and tested empirically.
Method	Quantitative Survey	Data will be collected from SME owners and managers.
Analysis	PLS-SEM	Relationships between latent constructs will be statistically tested.

THEORETICAL FOUNDATION

Business Context

Information Asymmetry Theory

Explains why lenders require richer financial information



Primary Behavioural theory

Privacy Calculus Theory

Explains how SMEs' balance perceived lending benefits against privacy cost.



Supporting Explanatory Factors

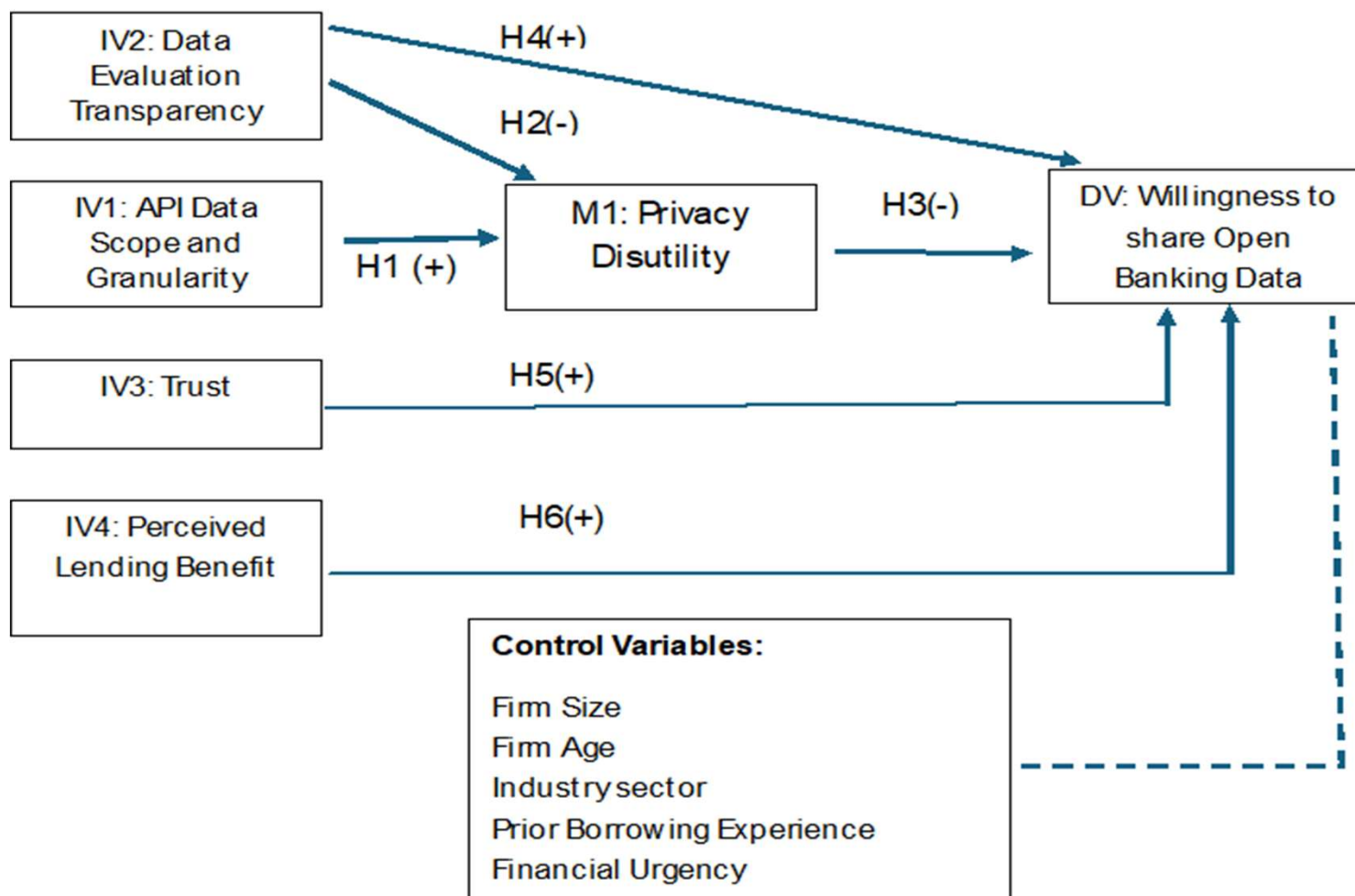
Trust- Builds confidence in data sharing

Transparency- Reduces uncertainty



Willingness to share Open Banking Data

CONCEPTUAL FRAMEWORK



RESEARCH QUESTIONS & HYPOTHESIS DEVELOPMENT

Research Question	Corresponding Hypothesis
RQ1: How does API Data Scope and Granularity influence Privacy Disutility?	H1 (+): Data Scope & Granularity → Privacy Disutility
RQ2: How does Data-Evaluation Transparency influence Privacy Disutility?	H2 (-): Transparency → Privacy Disutility
RQ3: How does Privacy Disutility influence SMEs' Willingness to Share Open Banking Data?	H3 (-): Privacy Disutility → Willingness
RQ4: How does Data-Evaluation Transparency influence SMEs' Willingness to Share Open Banking Data?	H4 (+): Transparency → Willingness
RQ5: How does Trust influence SMEs' Willingness to Share Open Banking Data?	H5 (+): Trust → Willingness
RQ6: How does Perceived Lending Benefit influence SMEs' Willingness to Share Open Banking Data?	H6 (+): Lending Benefit → Willingness

EXPECTED CONTRIBUTION

Academic	Practical	Policy
Extends Open Banking research to SME data-sharing behaviour.	Helps lenders understand how data scope, trust and privacy affect SME data sharing.	Supports development of balanced Open Banking and data-sharing policies.
Examines the role of API Data Scope and Granularity in disclosure decisions.	Provides insights for designing effective consent journeys and customer experiences.	Informs proportionate data-access and privacy-protection standards.
Integrates Information Asymmetry and Privacy Calculus perspectives.	Identifies strategies to improve trust, transparency and participation.	Provides evidence for strengthening SME trust in Open Banking

CHALLENGES & REFLECTION

Challenge

Topic too broad

Too many variables

Weak link to lending outcomes

Fragmented theoretical foundation

How the Study Evolved

Narrowed from DFS/SME finance to Open Banking

Focused on one main outcome: Willingness to Share

Removed lending outcomes from the framework

Developed an integrated theoretical rationale

Key Reflection:

The key shift was from improving SME lending to understanding SMEs' willingness to share the financial data lenders need.

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