

LITERATURE REVIEW ON HYBRID BANKING

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ABSTRACT

This study examines hybrid banking — an organizational model integrating traditional branch-based and digital financial services — within the Indian banking context. A systematic literature review (SLR) following PRISMA 2020 guidelines was conducted using the Scopus database (2021–2025), yielding 38 peer-reviewed articles for thematic analysis. Five themes were identified: customer trust and satisfaction, technology adoption, operational efficiency, financial inclusion, and cyber security compliance. The study's principal contribution is a conceptual clarification distinguishing hybrid banking from omni channel, phygital, assisted digital and blended banking — terms frequently conflated in the literature. Findings indicate that hybrid banking enhances digital adoption by combining channel convenience with the trust assurance of physical branches. However, benefits relating to financial inclusion and operational efficiency are contingent on enabling conditions and require further empirical validation across diverse populations and geographies.

KEYWORDS: *Hybrid Banking, Omni channel Banking, Phygital Banking, Digital Transformation, Customer Trust, Financial Inclusion, India.*

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