

APPLE PAY & DIGITAL WALLETS IN MEXICO AND THE UNITED STATES: ILLUSION OR FINANCIAL REVOLUTION?

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ABSTRACT. Apple Pay and digital wallets have gained popularity since the fall of 2014. Perceiving Apple Pay & digital wallets as a financial revolution at this moment might be a mistake. The following study shows that it is just the evolution of a payment system in Mexico and the United States of America, a system that opened the door to a possible future financial revolution. Current financial regulation in Mexico and the United States of America is not accurately applied; therefore, proper guidelines or amendments in financial regulations should be issued by financial authorities in order to mend the loopholes in the law.

KEY WORDS: Apple Pay, digital wallets, Illusion or Financial Revolution, USA and Mexico.

Resumen. Apple Pay y las Digital Wallets han ganado gran popularidad desde otoño de 2014. El concebir a Apple Pay & las Digital Wallets como una revolución financiera en este momento puede ser un error. El presente estudio muestra que estos, solamente son una evolución de un sistema de pago en México y Estados Unidos de América. Son un sistema que abrió la puerta a una posible revolución financiera en el futuro. La regulación financiera actual en México y Estados Unidos de América no se aplica de manera literal. De esta manera

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la publicación de guías o modificaciones en la regulación financiera deben ser expedidas por las autoridades financieras con el fin de subsanar las lagunas en la ley.

Palabras Clave: *Apple Pay, Digital Wallets, Ilusión o Revolución Financiera, EUA y México.*

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