

# Editorial



Dear Reader,

It brings me great pleasure to present to you the March 2024 edition of Artha. As a peer-reviewed e-Journal, Artha continues to attract significant attention from both academics and practitioners. We have witnessed a notable surge in both our subscription base and article submissions, and I extend my sincere gratitude to all the contributors. However, in our commitment to maintaining the rigor of our journal, we must, regrettably, decline many submissions due to space constraints. We tried to provide detailed feedback to every contributor. In this issue, we have included five articles that delve into a diverse range of topics within the realms of Accounting, Finance, and Governance.

The first article, "*The ICE age: A case study on profiting in fragmented markets*" discusses the remarkable journey of the Inter-Continental Exchange (ICE) since its inception in 2000, delving into how ICE navigates and thrives in increasingly fragmented markets, while also highlighting associated risks. It provides insights into ICE's disruptive innovation strategies, leveraging technology to modernize existing platforms and enter new market segments.

In the second article, "*Redefining FinTech Compliances through Self-Regulatory Organizations in India*" the author begins by discussing the importance of effective regulation in today's rapidly evolving markets, emphasizing the role of Self-Regulatory Organizations (SROs) in enhancing market integrity and effectiveness. The article further discusses the proposed framework by the Reserve Bank of India (RBI) to establish institutions/corporations using FinTech. SRO-FT, aiming to mobilize the innovative potential of fintech companies while mitigating risks to the financial system.

The third article, "*Regulation on Neobanks*" discusses the emergence and potential of neobanks in India, their characteristic features, and the evolution of neobanking in the country. The author emphasizes on the required regulatory framework for neobanks to accommodate their digital nature and foster innovation.

The fourth article, "*Clouduconomics: Transforming Accounting Practices in India through Cloud Innovation*" explores the transformative impact of cloud accounting on traditional accounting practices. By leveraging internet-based services, cloud accounting offers enhanced accessibility, efficiency, and security, which are particularly beneficial for global operations and small businesses unable to invest heavily in IT infrastructure.

The fifth article, "*Start-Up Governance – Is It Time to Put an End to ‘Fake It till You Make It’?*" examines the rapid evolution of India's startup ecosystem, emphasizing the substantial increase in unicorns, particularly in 2021, and the government initiatives bolstering this growth. While startups have significantly contributed to job creation and economic growth, the surge has also brought governance and ethical challenges. It underscores the importance of implementing robust governance mechanisms to prevent unethical behaviour and ensure sustainable growth within the startup sector in India.

I am sure that you will enjoy reading all articles. I again sincerely thank the authors who have contributed to this issue, and I expect that you will consider Artha for publishing your articles. You may send your articles, and feedback to us @ [artha@iimcal.ac.in](mailto:artha@iimcal.ac.in).

**Vivek Rajvanshi**  
Chief Editor