

**THE EFFECTS OF FINANCIAL INNOVATION ON THE FINANCIAL
PERFORMANCE OF THE MICROFINANCE INSTITUTIONS IN EMBU
COUNTY, KENYA**

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ABSTRACT

In many developing countries, MFIs play a very important role in their economy development they achieved this by, providing various types of financial products and financial services to the less fortunate, micro enterprises, small enterprise and low-income earners. The research study will assess how financial innovation affects the financial performance of the micro finance institutions and the factors which motivate financial innovativeness. A questionnaire will be administered to the micro finance institutions to collect a primary data.