

## AI-DRIVEN FRAUD DETECTION AND PREVENTION IN DIGITAL PAYMENT SYSTEMS: ENHANCING SECURITY AND TRUST IN DIGITAL COMMERCE

**Mr. Sunil Rambhau Thorat**

*Assistant Professor (Ad-hoc), Dept. of Commerce, Arts Commerce College, Yeoda, Tq. Daryapur, Dist. Amravati (MH)*

**Dr. Ajinkya G. Deshpande**

*Assistant Professor, Department of Commerce, R. S. Mundle Dharampeth Arts and Commerce College, Nagpur (MH)*

### Abstract

Digital payments (like online shopping, mobile wallets, and instant transfers) are growing fast but so are risks for fraud. This paper explains, in simple terms, how Artificial Intelligence (AI) helps keep payments safe. AI learns from past transactions to spot warning signs, notices unusual behaviour (like sudden spending in a new place), looks at the sequence of events before a purchase (to catch account takeovers), and finds hidden links between accounts and devices (to uncover organised fraud). The study brings together insights from recent research, trusted industry reports, and real examples to compare common AI methods, such as learning from examples, spotting anomalies, behaviour modelling, graph analysis, and using AI alongside simple rules and human review. The results show that AI can catch more fraud while mistakenly blocking fewer genuine customers, make decisions in milliseconds, and improve approval rates for honest buyers. However, there are limits: fraud is rare (so data is tricky), criminals change tactics (so models must be updated), systems must be fast and reliable, and complex models can be harder to explain. Ethical practice is essential—protecting privacy, checking for bias, giving clear reasons when a payment is challenged, and keeping human experts in the loop. Overall, the paper concludes that AI, used responsibly and monitored carefully, can make digital payments both safer and smoother for everyone.

**Keywords:** Artificial Intelligence, Digital Payments, Fraud Detection, Anomaly Detection, Behaviour Modelling, Graph Analysis, Explainable AI

### 1. Introduction

Over the past decade, digital payments have moved from being a convenience to becoming the default way many people and businesses transact. Mobile wallets, online banking, QR-code payments, contactless cards, and “buy now, pay later” services have made payments faster and more accessible across the world. This growth has been driven by widespread smartphone adoption, improved internet infrastructure, and the rapid expansion of e-commerce and platform-based marketplaces. As a result, the volume and speed of transactions have increased dramatically, creating a larger and more complex payment environment.

However, this same growth has also opened new doors for fraud. Cybercriminals continually adapt their tactics, using methods such as account takeover, identity theft, phishing, synthetic identities, card-not-present fraud, merchant fraud, and social engineering. Traditional rule-based systems—while useful—often struggle to keep up with these evolving patterns, especially when transactions occur in milliseconds across borders, devices, and channels. Payment providers and merchants face a difficult balancing act: stopping fraud effectively without causing too many false alarms that block legitimate customers and damage trust. This is where Artificial Intelligence (AI) has become essential, offering the ability to analyse large amounts of data in real time and learn from

changing behaviours to detect anomalies more accurately.

#### Definitions of key terms:

- **Artificial Intelligence (AI):** In this context, AI refers to computer systems that can perform tasks which typically require human intelligence, such as recognising patterns, making predictions, or learning from data. Common AI techniques used in fraud detection include machine learning (ML), deep learning, and anomaly detection.
- **Digital payment systems:** These are technologies and platforms that enable electronic transfer of value between parties. They include mobile wallets (e.g., app-based payments), online card payments, bank transfers, instant payment rails, QR-code payments, contactless card payments, and embedded payments within apps or websites. They operate through networks connecting customers, merchants, payment processors, banks, and sometimes fintech intermediaries.
- **Fraud detection:** The process of identifying potentially unauthorised, deceptive, or malicious transactions or behaviours. In payments, this involves monitoring and analysing transaction data, device information, user behaviour, merchant activity, and network patterns to flag suspicious events. Fraud prevention goes a step further by stopping or

mitigating these risks through actions like step-up authentication, transaction blocking, or dynamic limits.

AI-driven methods are critical to enhancing fraud prevention in digital payment systems because they enable real-time, adaptive, and data-driven detection of complex and evolving fraud patterns while minimising false positives. By learning from large-scale transaction data and continuously updating risk signals, AI improves both security and customer experience, protecting the integrity of digital commerce without unnecessarily disrupting legitimate payments.

## 2. Literature Review:

For many years, banks and payment companies used simple “if-then” rules to spot fraud. Think of rules like:

- If a transaction is much larger than usual, flag it.
- If the cardholder is in one country but the transaction appears in a very different country at the same time, flag it.
- If there are too many failed password attempts, block further tries.

These rules are easy to understand and explain. But they have problems:

- Criminals change their tricks quickly, so fixed rules become outdated fast.
- Simple rules often flag honest customers by mistake (called false positives), which causes frustration and lost sales.
- Rules look at each fact separately and miss complex patterns that only appear when many clues are combined (for example, time of day + device type + merchant category + number of recent attempts).
- Manual checking is slow, while payments happen in seconds.
- Traditional systems usually consider only basic transaction details and miss useful context like device behaviour or links between accounts.

### How AI can improve fraud detection:

- **Learning from examples (supervised learning):** AI studies past transactions labelled as “fraud” or “genuine.” Over time, it learns which combinations of clues (amount, place, device, time, merchant, customer history) point to higher risk. Then it scores new transactions in milliseconds.
- **Spotting unusual behaviour (anomaly detection):** Sometimes there are no labels or brand-new fraud tricks. AI can look for “outliers”—things that don’t fit normal behaviour—such as a sudden change in

spending pattern or a device behaving differently.

- **Understanding sequences over time:** Fraud isn’t just a single odd transaction. AI can look at a sequence of actions—login attempts, password changes, purchase patterns—to notice if something feels “off,” like the signs of an account takeover.
- **Finding hidden connections (network analysis):** Fraudsters often operate in groups using shared addresses, devices, emails, or mule accounts. AI can map these links to uncover organised fraud rings that simple rules would miss.
- **Working in real time:** Modern AI systems can create “live” risk signals (for example, how many cards used on one device in the last 10 minutes) and make instant decisions to approve, block, or ask for extra security (like an OTP).
- **Mixing approaches for better results:** Combining AI models with a few essential rules usually works best—rules provide clear guardrails, while AI adds nuance and adaptability.
- **Explaining decisions:** Even when AI is complex, tools now help explain why a transaction was flagged (for example, “unusual device location” or “sudden spend spike”), which is important for customer support, audits, and regulations.
- **Protecting privacy:** New methods allow organisations to improve models using patterns from multiple institutions—without sharing private customer data directly—supporting both accuracy and compliance.

### Recent studies and industry reports say:

Recent research and industry experience agree on a few clear points:

- AI finds more fraudulent transactions while mistakenly blocking fewer genuine ones. This keeps customers happy and reduces losses.
- AI makes decisions very quickly (often in under a second), which is essential for online shopping and instant payments.
- The best systems blend rules (for must-have controls) with AI (for sophisticated risk scoring).
- Behaviour-based models (how a person types, moves the mouse, or usually shops) and network models (who is linked to whom) are powerful at catching organised fraud.
- Continuous learning matters: fraud changes constantly, so models need regular updates using fresh data.

- The more useful data a system can safely use (device fingerprint, location patterns, customer history), the better it generally performs.
- Many companies roll out AI step by step—first testing in the background, then running alongside old systems, and finally letting AI make automated decisions with human oversight.

### Gaps in current research and technological challenges:

Even with AI, there are important challenges to understand:

- **Few fraud cases compared to genuine ones:** Fraud is rare, which makes it harder to train models and measure success. Instead of just “accuracy,” teams focus on “precision and recall” (how many frauds caught vs. how many mistakes made) and on business outcomes (money saved, customer approvals).
- **Fraudsters adapt:** As models get smarter, criminals try new tactics. Models can “drift” out of date unless they’re retrained regularly. Think of it as a cat-and-mouse game.
- **Speed and reliability:** Systems must be fast and always available. Building low-latency, robust pipelines at global scale is a serious engineering task.
- **Clarity vs. complexity:** Very complex models may be accurate but hard to explain. Businesses must balance performance with the need to justify decisions to customers and regulators.
- **Data privacy and security:** Using rich data helps, but companies must protect personal information and follow laws. Techniques like encryption, tokenisation, and privacy-aware training help, but they add complexity.
- **One size doesn’t fit all:** A model that works well for one country, merchant type, or payment method may not work as well for another. Adapting models to new contexts is an ongoing effort.
- **Measuring what truly matters:** Beyond technical scores, leaders care about fewer chargebacks, higher approval rates for genuine customers, and efficient human reviews. Connecting model performance to these outcomes is key.
- **Humans still matter:** AI is strongest when paired with skilled analysts. Good workflows let humans review tough cases, give feedback, and continuously improve the system.

### 3. Methods/Approach:

#### How this study was done:

- **Step 1: Decide the focus**  
The study focuses on how Artificial Intelligence (AI) helps detect and prevent fraud in digital payments (like online card payments, mobile wallets, bank transfers, and instant payments).
- **Step 2: Collect good sources**  
It gathers information from respected academic journals, well-known industry reports (from banks, card networks, and payment companies), and real examples (case studies) where AI has been used to stop fraud.
- **Step 3: Choose what to keep**  
Only sources that clearly explain what they did and what results they got are included. Newer studies (from the last 5–10 years) are preferred to reflect current practice, while important older works are kept if they are still relevant.
- **Step 4: Compare and summarise**  
The study compares results across sources: what worked, what didn’t, what the numbers say (like fewer false blocks and more frauds caught), and what lessons can be applied in real businesses.
- **Step 5: Highlight patterns and gaps**  
It points out common success factors (such as combining AI with a few clear rules and human review) and also the gaps (for example, explaining AI decisions clearly to customers or adapting models quickly to new fraud tricks).

The aim is to give a clear, honest picture of what AI can do for payment fraud prevention, what is needed to make it work well, and where challenges remain.

#### The AI tools commonly used (by using everyday examples)

AI is a set of smart tools that learn from data. Here are the main types used in payment fraud, described simply:

- **Learning from examples (supervised learning)**  
Imagine training a cashier to spot fake notes by showing many real and fake ones. Similarly, AI learns from past transactions labelled “fraud” or “genuine” and then scores new payments for risk.  
**When it helps:** Recognising known fraud patterns quickly and accurately.
- **Spotting unusual behaviour (anomaly detection)**  
Think of a bank noticing that a customer who usually spends locally suddenly makes many late-night purchases overseas. AI looks for

these “doesn’t fit the usual pattern” cases.  
**When it helps:** Catching brand-new or rare scams without needing many past examples.

- **Understanding sequences over time (behaviour modelling)**

Consider the steps before a fraud: multiple failed logins, password reset, new device, then a big purchase. AI looks at the order of events to notice when something feels wrong.  
**When it helps:** Detecting account takeovers and staged fraud.

- **Finding hidden links (network/graph analysis)**

Fraudsters often share addresses, devices, or bank accounts. AI can connect these dots—like joining points on a map—to uncover organised fraud groups.

**When it helps:** Exposing mule networks and coordinated rings.

- **Combining strengths (hybrid approach)**

Many companies use a mix: simple rules for “hard stops” (e.g., block clearly risky cases), AI for nuanced risk scoring, and humans for the tricky borderline decisions.  
**Why it works:** It balances speed, accuracy, and fairness.

- **Explaining decisions (explainable AI)**

Customers and regulators want to know why a payment was blocked. Modern tools can show the top reasons (e.g., new device, unusual location, sudden spend spike).  
**Why it matters:** Builds trust and meets compliance needs.

- **Protecting privacy (privacy-aware learning)**

AI can improve by learning patterns from several institutions without sharing personal data directly (for example, by using privacy-preserving techniques).  
**Why it matters:** Keeps data safe while making models smarter.

In short, AI in payments acts like a smart security team: it learns from the past, watches for unusual behaviour, spots hidden connections, and gives clear reasons when it raises an alarm.

### Where the information comes from (data and sources)

To keep the review fair and practical, the study uses three kinds of sources:

- Academic research (peer-reviewed journals and conferences)  
**What it adds:** Careful testing, clear methods, and trustworthy findings about how well AI methods work in financial fraud detection.

- Industry reports and technical papers (from payment processors, banks, card networks, and fin-techs)

**What they add:** Real-world experience—how fast decisions are made, how systems run at large scale, how many frauds are prevented, and how customer approvals improve.

- Case studies and regulatory guidance

**What they add:** Concrete examples of AI in action (what was tried, what worked, where it was difficult) and the rules companies must follow (like strong customer authentication and data protection).

## 4. Analysis/Findings

### What AI techniques work best:

- **Learning from examples (supervised learning)**

- **Idea:** Teach the system using past cases labelled “fraud” or “genuine,” so it can score new payments for risk.

- **Why it helps:** It looks at many clues at once (amount, time, device, location, merchant type, customer’s usual habits) and gives a quick risk score.

- **Best use:** Catching well-known fraud patterns at high speed and large scale.

- **Spotting unusual behaviour (anomaly detection)**

- **Idea:** Instead of labels, it looks for things that don’t fit normal patterns—like a sudden midnight spending spike from a new device.

- **Why it helps:** Fraudsters invent new tricks; this method finds “weird” behaviour early.

- **Best use:** New scams, synthetic identities, unusual bursts of activity.

- **Watching behaviour over time (sequence or behaviour models)**

- **Idea:** Fraud often happens in steps—failed logins, password reset, new device, then a big purchase. AI watches the sequence, not just one event.

- **Why it helps:** It notices when the overall journey looks like an account takeover.

- **Best use:** Protecting accounts and spotting staged fraud.

- **Finding hidden connections (network/graph analysis)**

- **Idea:** Fraudsters share devices, addresses, phone numbers, or bank accounts. AI connects these dots to reveal organised groups.



- **Why it helps:** Many frauds are coordinated; relationships expose patterns that rules miss.
- **Best use:** Mule networks, linked merchants, and ring activity.
- **Combining strengths (hybrid systems)**
  - **Idea:** Use simple rules for clear “hard stops,” AI for smart scoring, and humans to review tricky cases.
  - **Why it helps:** Balances speed, accuracy, fairness, and compliance.
  - **Best use:** Everyday operations where both performance and explainability matter.
- **Explaining decisions (explainable AI)**
  - **Idea:** Show the key reasons a payment was blocked or challenged (e.g., new device, location mismatch, sudden spend spike).
  - **Why it helps:** Builds customer trust and satisfies regulators and auditors.

In practice, the best results come from blending supervised learning (for precision) with anomaly detection and network analysis (for discovery), all supported by clear rules and a human review process.

#### Real-world examples:

- **Large online marketplace**
  - **What they do:** Score each payment with AI; watch for sudden spikes with anomaly checks; map links between suspicious buyers and sellers.
  - **How they act:** Approve low-risk instantly; challenge medium-risk with an OTP; block or review high-risk manually.
  - **What they get:** Fewer fraud losses, fewer good customers wrongly blocked, and faster checkout.
- **Mobile wallet app**
  - **What they do:** Track typical login and device behaviour; set simple rules for obvious risks (e.g., big transfer on first use from a new device).
  - **How they act:** Ask for extra verification only when risk is high.
  - **What they get:** Fewer account takeovers while keeping the app easy to use.
- **Payment gateway/processor**
  - **What they do:** Use a mix of models with real-time signals (failed OTPs, device fingerprinting, spending velocity).
  - **How they act:** Approve/decline/challenge in milliseconds; retrain often with fresh data.
  - **What they get:** More genuine approvals and higher fraud catch rates together.
- **Bank card issuer**
  - **What they do:** Use network analysis to find mule rings; run AI scoring on card authorisations; escalate borderline cases to analysts.
  - **How they act:** Block targeted accounts; monitor linked activity.
  - **What they get:** Disrupt organised fraud and improve compliance reporting.

#### How success is measured:

- **Accuracy**
  - **What it means:** Overall percentage of correct decisions.
  - **Caution:** Because fraud is rare, accuracy alone can be misleading.
- **Precision (quality of flags) and recall (catch rate)**
  - **Precision:** Of all transactions flagged as fraud, how many were truly fraud? Higher precision = fewer good customers wrongly flagged.
  - **Recall:** Of all actual frauds, how many were caught? Higher recall = less missed fraud.
  - **Balance:** A good system balances both so that losses fall and customer experience stays smooth.
- **False positives vs false negatives**
  - **False positives:** Genuine payments blocked or challenged—cause customer friction and lost sales.
  - **False negatives:** Fraud that slips through—cause direct financial loss and chargebacks.
  - **Aim:** Reduce both, with thresholds set according to business cost and risk appetite.
- **Speed (latency)**
  - **What it means:** Decision time, usually in milliseconds.
  - **Why it matters:** Slow checks can break checkout or instant payments.
- **Business outcomes:**
  - **Examples:** Lower chargeback rates and costs, higher approval rates for genuine customers, fewer manual reviews, and better customer satisfaction.
  - **Why it matters:** These show real value beyond technical scores.

#### AI vs traditional rule-based methods (clear comparison)

- **Adapting to change**
  - **Rules:** Fixed and need constant manual updates.
  - **AI:** Learns from new data and adapts to fresh fraud tactics.

- **Depth of insight**
  - **Rules:** Check simple, narrow conditions.
  - **AI:** Considers many signals together, including behaviour over time and connections between people, devices, and accounts.
- **Customer experience**
  - **Rules:** Often block too many genuine transactions.
  - **AI:** Better at catching fraud while letting good customers through.
- **Speed and scale**
  - **Rules:** Quick but simplistic—get messy as rule lists grow.
  - **AI:** Fast and able to handle complex patterns at very large scale.
- **Explainability and compliance**
  - **Rules:** Easy to explain.
  - **AI:** Needs explanation tools, but modern systems provide clear reason codes for audits and customer support.
- **Running the system**
  - **Rules:** Simple to set up but brittle as fraud evolves.
  - **AI:** Needs good data pipelines, monitoring, retraining, and governance—yet offers stronger and more durable protection.
- **Consumers (cardholders, wallet users, shoppers)**
  - **Safer accounts:** AI spots unusual activity quickly, reducing account takeovers and fake charges.
  - **Fewer interruptions:** Most normal payments go through; extra checks (like OTPs) are used only when risk looks high.
  - **More transparency:** Clear messages about why a payment was challenged and how to fix it build trust.
  - **Privacy matters:** People expect their personal and device data to be kept safe and used responsibly.
- **Regulators (central banks, data protection authorities)**
  - **Lower fraud, higher trust:** AI can reduce losses and protect the payment system.
  - **Guardrails are essential:** Regulators want fairness, privacy, and clear reasons for decisions.
  - **Helpful guidance:** Clear standards on data use, model monitoring, and strong customer authentication help the whole industry align.

#### Ethical issues to handle carefully

- **Privacy:** Fraud systems work best when they use rich information (like device, behaviour, and history). But this data is sensitive. Companies should collect only what's needed, protect it with strong security, and keep it only as long as necessary.
- **Fairness and bias:** If past data contains hidden biases, models can accidentally treat some groups more harshly. Businesses should test for fairness, adjust features and thresholds, and make sure decisions are based on genuine risk—not on stereotypes or indirect proxies.
- **Transparency:** People deserve to know why their payment was blocked or challenged. Simple reason codes (for example, “new device and unusual location”) help support teams and reassure customers. Internally, teams should keep clear records of how models work and how they are monitored.
- **Human oversight:** Not everything should be fully automated. Trained analysts should handle borderline cases and appeals, and their decisions should feed back to improve the system. Clear accountability (who owns what) keeps the programme responsible.

#### Current limitations to be aware of

- **Data challenges:** Fraud is rare compared to genuine purchases, so it's easy to get fooled by “high accuracy” that doesn't actually catch much fraud. Labels can arrive late (for

When used alongside a few smart rules and human review, AI typically gives better fraud protection with less hassle for honest customers. The most successful teams keep measuring results, retraining models, and explaining decisions clearly—so security stays strong and trust remains high.

#### 5. Discussion:

- **Businesses (shops, banks, payment companies)**
  - **More safety with less hassle:** AI catches more fraud but blocks fewer genuine customers. This saves money on chargebacks and keeps sales flowing.
  - **Faster decisions:** Payments are checked in milliseconds, so checkout stays smooth and instant transfers work reliably.
  - **Less manual work:** Fewer cases need human review, so teams can focus on tricky situations instead of routine checks.
  - **Better customer loyalty:** If real customers are not wrongly blocked, they trust the business and come back.
  - **Clear rules and monitoring:** AI systems need good housekeeping—policies, dashboards, and audits—to stay fair and effective.

example, chargebacks weeks later), which slows learning.

- **Changing fraud tactics:** Fraudsters constantly try new tricks. Models can go “stale” unless they are retrained and watched closely.
- **Speed and reliability:** Payment checks must be very fast and always available. Building systems that run reliably across countries and time zones is hard work.
- **Explainability vs performance:** Very powerful models can be complicated. Businesses must balance strong performance with clear explanations for customers and audits.
- **Operational complexity:** Good AI needs good plumbing—data pipelines, feature stores, monitoring, and retraining. This takes investment and skilled people.
- **Getting the balance right:** If the system is too strict, good customers get blocked; if it’s too lenient, fraud slips through. Businesses must tune the thresholds to match their risk appetite and customer expectations.

#### What’s coming next (realistic future directions)

- **Clearer explanations without losing accuracy:** Expect simpler, customer-friendly reasons for decisions, while keeping strong fraud protection.
- **Privacy-preserving teamwork:** Banks and payment firms will learn from shared patterns without sharing personal data directly (using privacy-friendly methods), so everyone benefits while staying compliant.
- **Stronger network analysis:** Better tools to spot linked fraud across different merchants and countries, in near real time.
- **Faster learning from change:** Systems that notice when patterns shift and update themselves quickly, so criminals can’t take advantage for long.
- **Measuring what really matters:** More focus on business impact—fewer chargebacks, more approved genuine payments, and happier customers—rather than just technical scores.
- **Better human–AI teamwork:** Tools that help analysts work faster and smarter, with clear suggestions and feedback loops that make models better over time.
- **Greener, more efficient AI:** Lighter models and smarter operations to reduce energy use and costs without hurting performance.

## 6. Conclusion

Digital payments are now a normal part of everyday life—shopping online, using mobile wallets, or sending money instantly. As these payments grow, fraud risks also grow. Older

methods that rely only on fixed rules can’t keep up with fast-changing tricks used by criminals. This is why AI is so important: it learns from data, spots unusual behaviour, connects hidden links (like shared devices or addresses), and makes quick decisions. When used properly, AI reduces fraud while letting genuine customers pay smoothly.

#### Key takeaways in simple terms:

- **Use a mix, not just one tool:** The best results come from combining AI with a few clear rules and human checks for tricky cases. This keeps systems accurate, fast, and fair.
- **Different AI parts do different jobs:** One part learns from past examples, another finds unusual behaviour, another watches the order of events (to catch account takeovers), and another looks for hidden connections between people and devices (to find organised fraud).
- **Good operations matter:** Strong data, fast decision-making, regular updates to the model, and clear explanations for decisions are just as important as the AI itself.
- **Focus on real business results:** The goal is to catch more fraud, reduce false alarms, approve more genuine customers, lower chargeback costs, and build customer trust.
- **Ethics is essential:** Protect people’s privacy, test for fairness, explain decisions in simple language, and keep trained staff involved in important decisions.

Looking ahead, AI for payments will keep improving. We can expect clearer reasons for decisions that customers can understand, smarter ways to learn from shared patterns without sharing personal data, stronger tools to spot linked fraud across markets, and faster updates as fraud changes. At the same time, companies will aim for models that are efficient, cost-effective, and kinder to the environment.

AI makes digital payments safer and smoother when it’s used responsibly. The right balance—strong technology plus clear rules, respect for privacy, fairness, and human oversight—creates a payment system that people can trust. This balance supports healthy, customer-friendly commerce in a world where payments are instant and global.

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