

# NEW CHALLENGES OF FINANCIAL EDUCATION IN EUROPE

Meral KAGITCI<sup>1</sup> ORCID: 0000-0002-9160-0508

**Abstract:** *The aim of this paper is to highlight the boosting importance of the financial education at all levels, irrespective of ages, entities especially in Europe where the population is above 65 years. Even the international organizations are involving in it. Finance has roots in all times and it is a must nowadays. All individuals at all levels are directly or indirectly influenced by financial knowledge irrespective of their culture, religion, spiritual dimension, even if one of them is trying to be placed far from this materialized world we are living in.*

**Keywords:** *financial education, financial literacy, financial exclusion, EU policy, transaction*

**JEL Classification:** *A1, A2, G0.*

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<sup>1</sup> Bucharest University of Economic Studies, meral.kagitci@ase.ro

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Pp: 178-187