



Empowering Entrepreneurs through Digital Skills: A Comparative Analysis of Eastern Europe

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Introduction

-  Digital skills are now essential for entrepreneurial success.
-  Eastern European countries show varied levels of digital readiness.
-  The research focuses on Hungary, Romania, and Bulgaria.

Research Problem & Objectives

- ❑ **Problem:** Digital skills gap affects entrepreneurial outcomes.
- ❑ **Objective:** Analyze digital skills level and how they influence entrepreneurship.
- ❑ **Focus:** Comparative analysis using DESI indicators.



Research methodology

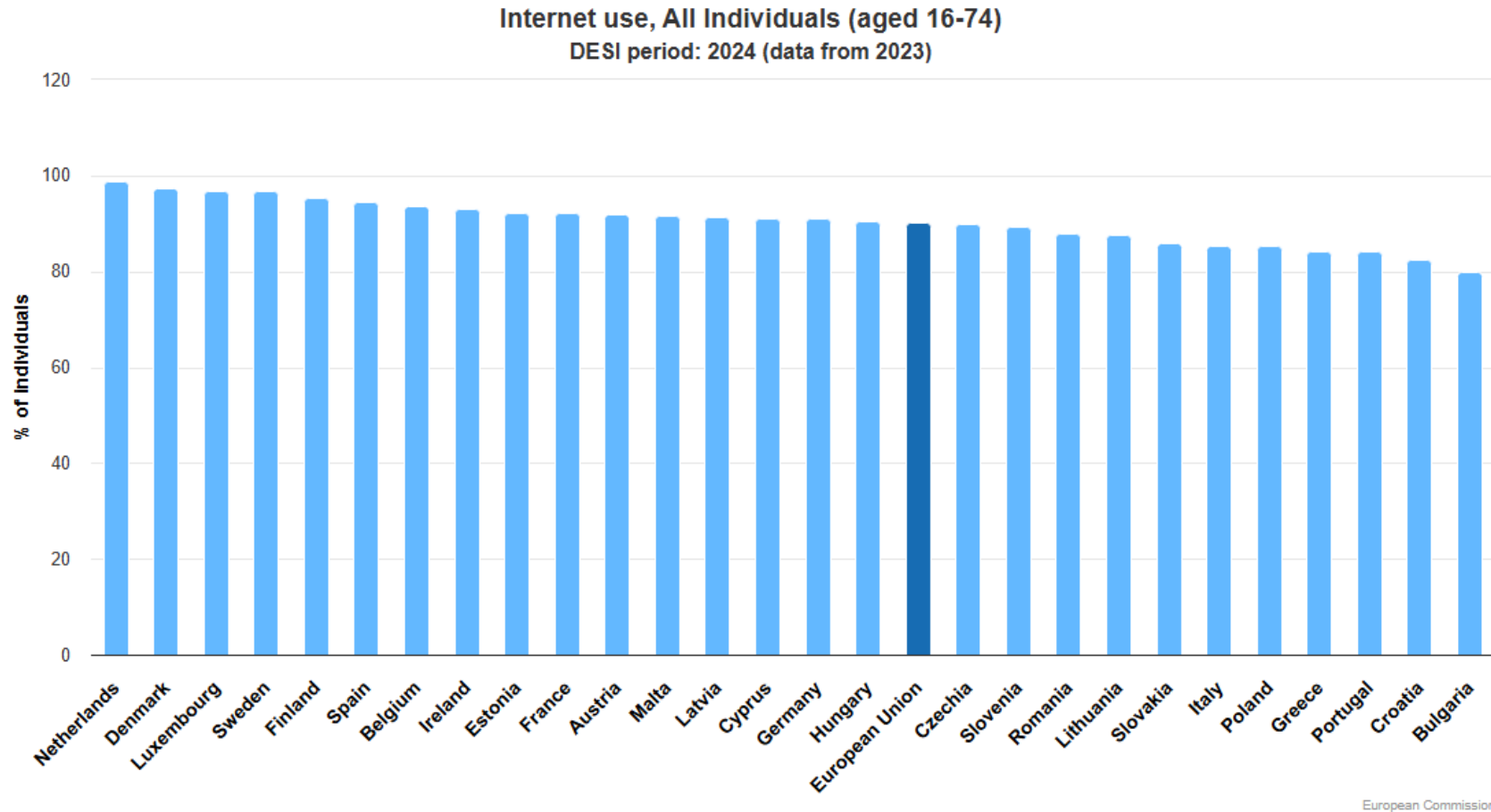
Indicators analyzed

- ❖ Internet Use
- ❖ At least Basic Digital Skills
- ❖ Above Basic Digital Skills
- ❖ ICT Specialists
- ❖ ICT Graduates
- ❖ Digital Public Services for Businesses

Source and countries

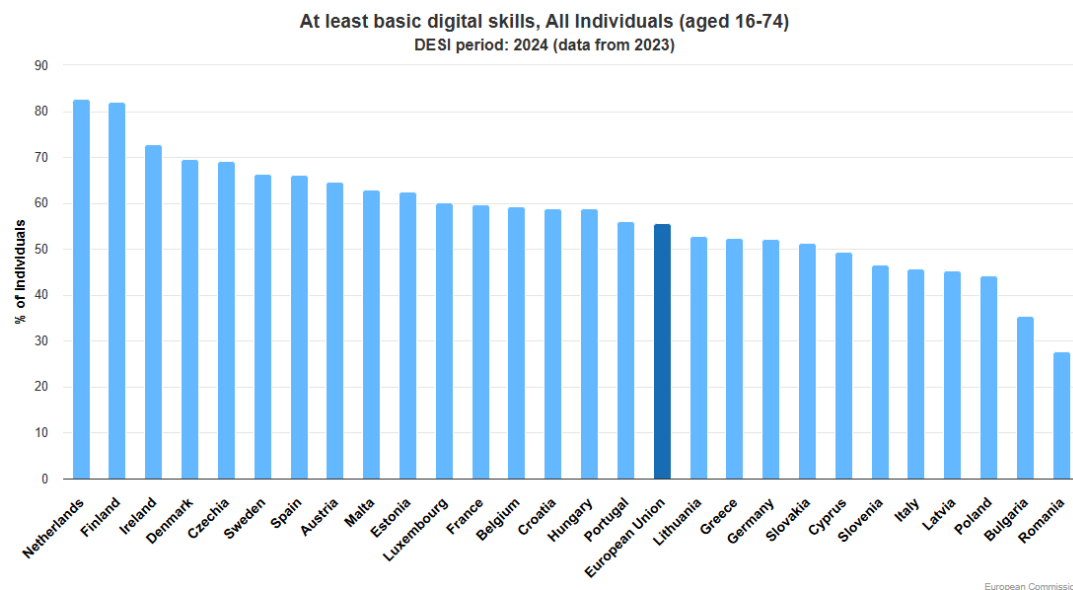
- Source: Digital Economy and Society Index (DESI) 2024
- Countries: Hungary, Romania, Bulgaria.

Digital Skills Indicators Comparison (DESI 2024)

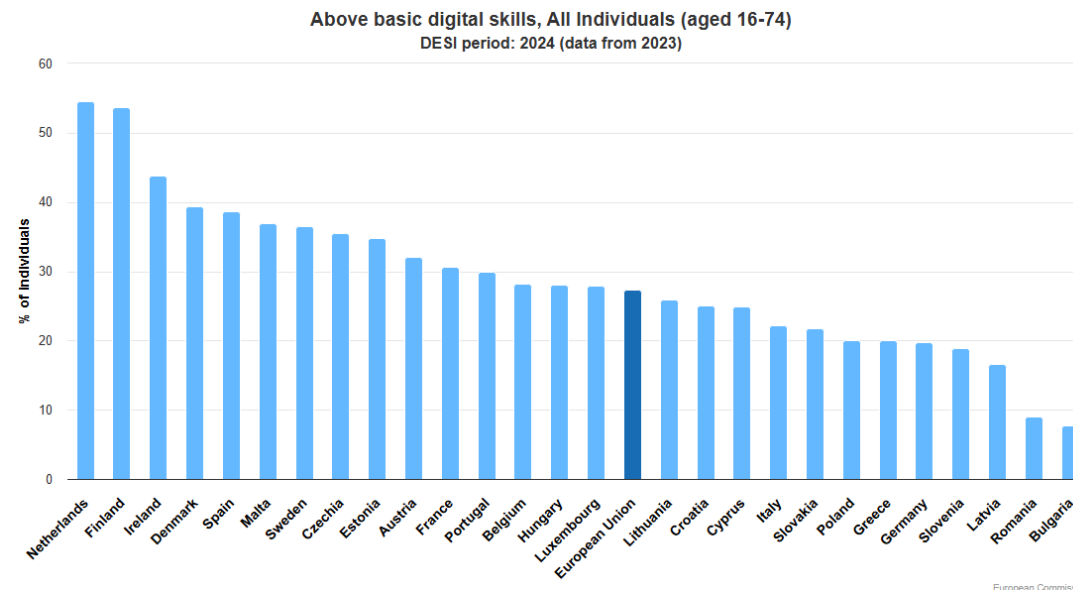


Digital Skills Indicators Comparison (DESI 2024)

At least Basic Digital Skills

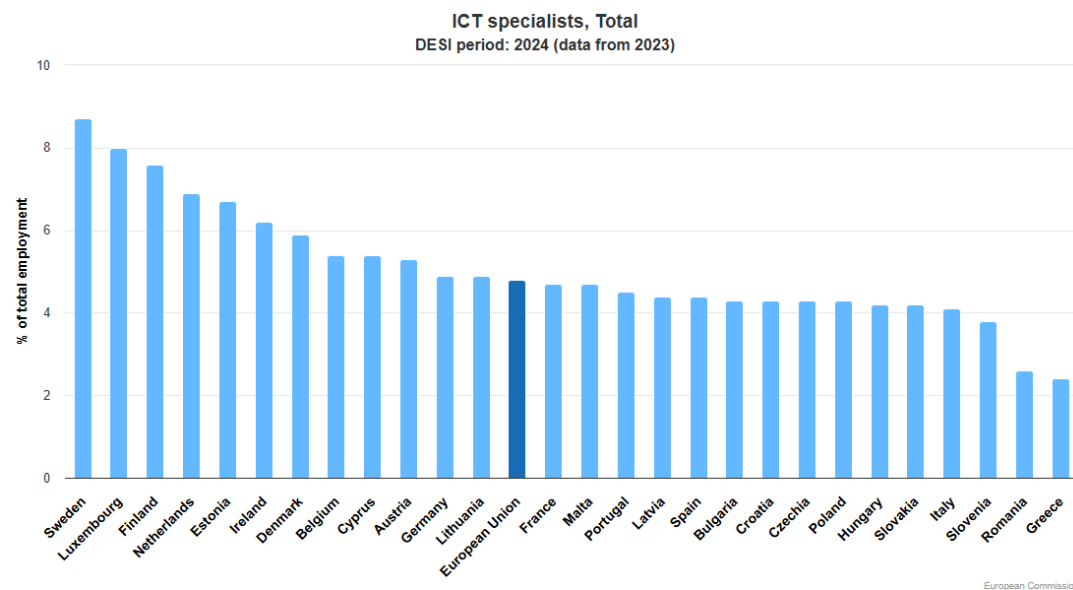


Above Basic Digital Skills

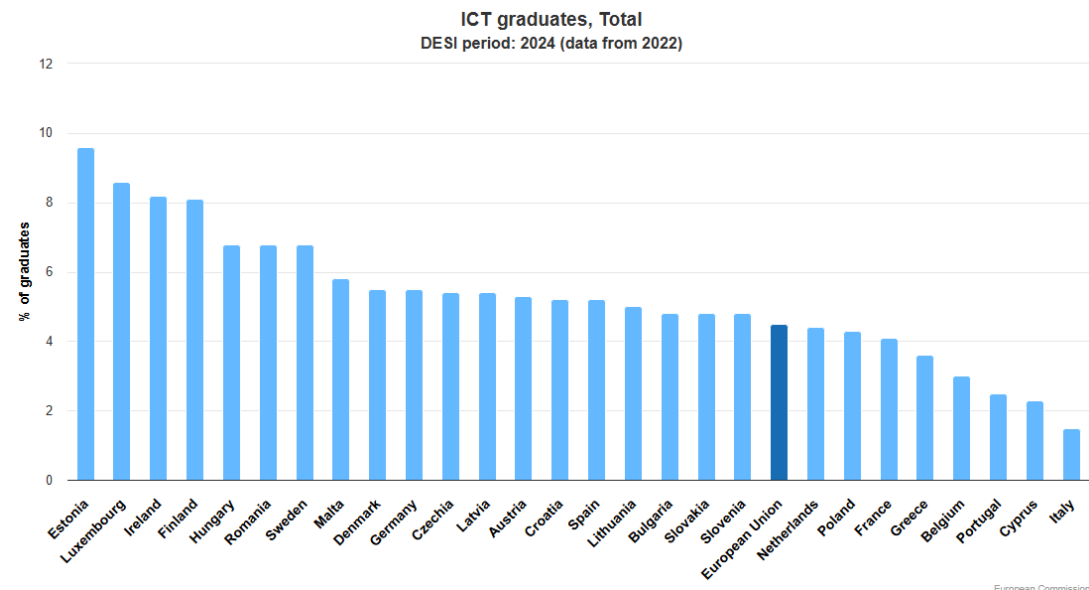


Digital Skills Indicators Comparison (DESI 2024)

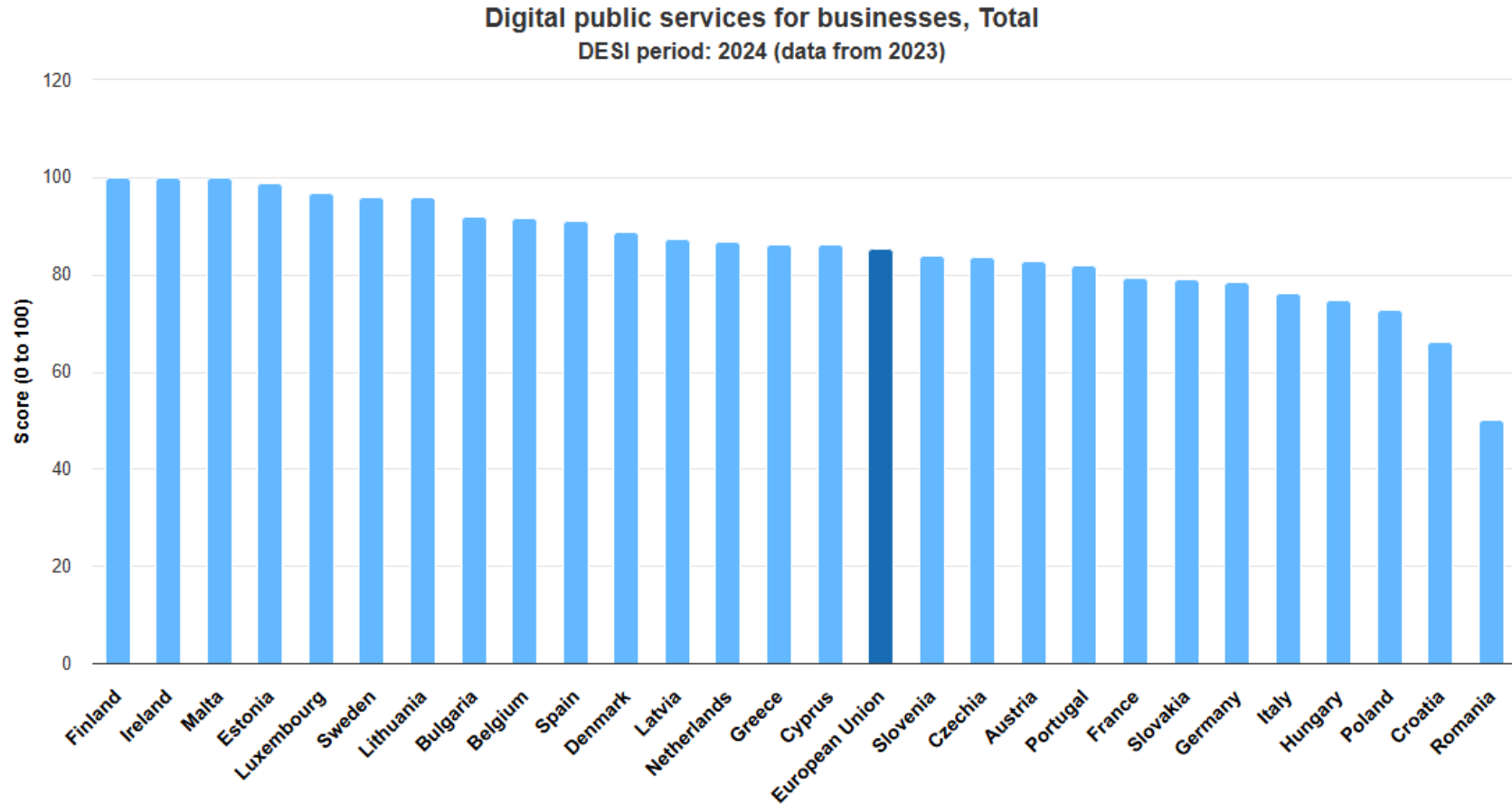
ICT Specialists



ICT Graduates



Digital Skills Indicators Comparison (DESI 2024)



Conclusions & Recommendations

- » Invest in digital **education** and **upskilling programs**.
- » Strengthen **digital infrastructure** and **access in rural areas**.
- » Encourage **digital transformation policies** for **SMEs**.
- » Promote **ICT careers** to increase specialists and graduates.





Thank you!

