THE DIGITAL TRANSFORMATION OF SMES FROM THE REPUBLIC OF MOLDOVA

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Abstract. The present work represents a theoretical and methodological foray into the digitization of SMEs in the Republic of Moldova. Thus, the purpose of the research is to identify the possibilities of digital transformation of SMEs in the Republic of Moldova as a result of the multiple crises that impose, more and more and urgently this transformation approach. So,
SMEs in our country need support, the help of the whole community in order to speed up the digital transformation process. The implementation of information technologies becomes an imperative for SMEs as a result of the multiple crises that have dramatically affected SME activity. Thus, with the implementation of software, programs and digital platforms, SMEs will be able to benefit from a reduction in operational costs, but will also have the opportunity to increase their visibility, to enter new markets. However, the digital transformation of SMEs must be achieved through joint efforts, both of the state, through the development of the strategy of digital transformation of SMEs, but also of the entire communication, where SMEs could benefit from trainings, support in the implementation of information technologies. As a result, SMEs will become more competitive, sustainable and gain increased visibility both on the national and international markets.

**Keywords:** SME digitization, digital transformation, information technologies, digital SMEs, digitization objectives

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