# CHARACTERISTICS OF THE ROMANIAN DIGITAL SOCIETY FROM ECONOMIC PERSPECTIVES

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The development of a country is related to the development stage of its Digital Society and Digital Economy, which has a huge impact on its whole economic development.

Romania, being part of the European Union, through its National Strategy for the Romanian Digital Agenda 2020, tries to achieve the objectives established in the Digital Agenda of Europe 2020.

The Digital Economy and Society Index Report is elaborated each year and reflects the state of digitization of a country, based on an analysis of the characteristics of a country reflected in 5 areas connectivity, human capital, use of Internet services, integration of digital technology, public digital services. Related to the area of connectivity there are analyzed fixed broadband, mobile broadband and prices. Related to the area of human capital there are presented the characteristics of the Internet use, basic and advanced skills. Regarding the area of use of Internet services we can find description of citizens’ use of content, communication and online transactions. Referring to the area of integration of digital technology there are presented aspects related to business digitization and e-commerce. And regarding the area of digital public services we can find information about e-government and e-health.

The evolution of the Romanian Digital Economy and of the Romanian Digital Society offers different opportunities and creates several threats for Romanian citizens and organizations.

The Romanian Government, the Ministry of Communication and Information Society, the Ministry of National Education, The Ministry of Economy, other national educational authorities, can play important role in facilitating the capabilities of Romanian citizens and organizations to face different social and economic challenges in the digital era.

Based on literature review regarding digital society and digital economy, the author presents the results of a secondary research regarding the evolution and characteristics of the Romanian Digital Society and Romanian Digital Economy.

The author enumerates the main implications of the digital economy on the citizens’ lives and organizations’ economic activities, underlining the importance of integrating the internet in the daily activities of Romanian citizens and organizations.

*Keywords:* *digital economy, digital society, digital era, Digital Agenda, marketing in the digital era*