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THE IMPACT OF AUTOMATION AND DIGITALIZATION ON THE COMMERCIAL MARKET IN THE REPUBLIC OF MOLDOVA

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Abstract: *The purpose of this study is to analyze the effects of automation and digitization on the commercial sector of the Republic of Moldova, with particular attention to the benefits and challenges associated with technological transformation. The study emphasizes the ways in which digital tools and automation affect market accessibility, trade efficiency, and general economic dynamics. The uniqueness of this study lies in its multidisciplinary methodology, which combines technological and policy perspectives on digitalization with economic analysis. The article looks at how digital tools can improve business operations, lower transaction costs, and boost competitiveness. It also examines how automation transforms business models, increases productivity, and fosters innovation in the Republic of Moldova's trade sector. The study finds that SMEs in Moldova show a 40% adoption rate of digital payment tools, compared to 95% in large enterprises, highlighting the digital divide. The global reliance on automation and digitalization in economic activity underscores the relevance of this study. In order to stay competitive and guarantee long-term economic resilience, the Republic of Moldova must incorporate these technologies into its trade policies and business plans. The report offers information on how the Republic of Moldova can use digital transformation to support long-term development and increase its market share abroad. The methodology combines policy evaluation, statistical interpretation of digital trade data, and bibliographic analysis to assess the effects of automation and digitalization. These approaches give a thorough assessment of how automation and digitization have affected the Republic of Moldova's business environment and offer practical suggestions for companies and policymakers. In summary, the interaction of automation, digitization, and trade growth highlights the need for the Republic of Moldova to enact progressive policies that encourage technological advancement. The nation will be able to improve trade efficiency, encourage innovation, and fortify its economic resilience in the face of international challenges by adopting a strategic approach to automation and digital tools.*

Keywords: *digitalization, automation, trade, competitiveness, economic development, Republic of Moldova.*

JEL Code: *O33, L81, F63.*

UDC: *004:339.5(478)*

Introduction

Digitalization and automation are irreversible global processes that redefine economic models and competitiveness strategies, influencing both operational efficiency and consumer behavior, as well as business competitiveness. As an emerging economy, the Republic of Moldova faces specific challenges in implementing digitalization but also considerable opportunities for trade modernization.

The digitalization of the economy contributes to the streamlining of commercial processes, increased access to international markets, and improved business productivity. The interaction between digitalization and trade requires a detailed analysis of how emerging

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technologies influence the country's economic performance. In recent literature, the study by Coban (2023) reveals that the adoption of digital technologies in EU enterprises is correlated with increased productivity and innovation capacity, as evidenced by indicators such as cloud computing and AI in SMEs. Based on these premises, the current study analyzes to what extent these transformations are also reflected in the structure of the commercial market in the Republic of Moldova. The strategic geographical position of the Republic of Moldova, along with its progressive integration into European economic networks, creates favorable conditions for accelerating digitalization and automation in various sectors. However, underdeveloped digital infrastructure, limited access to financing, and gaps in the adoption of modern technologies remain major challenges for the country.

The purpose of the research is to analyze the impact of automation and digitalization on the commercial market of the Republic of Moldova, focusing on the transformation of commercial processes, changes in consumer behavior, and the adaptability of companies to new technologies. The methodology used includes the analysis of academic literature, relevant case studies, and the interpretation of statistical data on trade digitalization at the national level.

This study contributes to the literature by providing an integrative approach to the impact of automation and digitalization on the commercial market, highlighting Moldova's specific context in a regional comparative perspective.

The article is structured into four main sections: theoretical framework introduction, research methodology, analysis of results, and conclusions with practical recommendations.

Materials and Methods

The materials used in this study include statistical data on digital trade, public policy documents, international studies on the impact of digitalization and automation on commerce, and economic reports. These sources provide an overview of the trends and evolution of the digital economy in the Republic of Moldova.

The research employed in this article is both qualitative and quantitative, including: statistical analysis of data on the digitalization of trade in the Republic of Moldova; a case study on the impact of automation implementation in retail and e-commerce; and a comparative analysis of commercial markets in neighboring countries - Romania and Ukraine - to identify best practices.

The case study focuses on the modern retail and e-commerce sectors in the Republic of Moldova. The analysis centers on the effects of introducing automated technologies such as self-checkout systems, digital inventory management solutions, and contactless payments. The objective is to highlight how these tools influence operational efficiency, customer experience, and sales dynamics. The sources used include economic policy reports, specialized studies, and relevant official statistical data.

The indicators analyzed include the volume of electronic transactions, adoption of digital payment solutions, the rate of commercial process automation, and the impact on

employment in the trade sector. For data analysis, relative frequencies, percentage comparisons, and age-group distributions were used, based on data from XPLANE Research (2024). The applied methodology enabled the collection and interpretation of relevant data on the digitalization of trade. The results reveal significant changes generated by automation and digitalization in the commercial market - developments that will be detailed in the following section. The analysis period covers the years 2019–2024, corresponding to the most recent data available in official statistics and thematic studies. Sources include reports from the National Bureau of Statistics, AmCham Moldova, ACETI, and the OECD.

Based on the outlined methodology, the following section presents the main findings on the impact of digitalization on trade in the Republic of Moldova.

Results and Discussion

Technological advancement has transformed the structure of the global economy, changing both how companies operate and how they interact with markets. Digitalization is reshaping business models, optimizing processes, and reducing costs, while also raising challenges related to infrastructure and workforce adaptation.

Critically reflecting on global economic digitalization processes, Canadian economist and theorist Don Tapscott (1996), in his seminal work The Digital Economy: Promise and Peril in the Age of Networked Intelligence, introduced the concept of the "New Economy," defined as a "phenomenon of networked intelligence." This concept underscores how digital technology transforms the economic structure through the convergence of three fundamental domains: 1) Communications (telephony, internet, satellite, wireless); 2) Computing technology (hardware, software, computer networks); 3) Digital content (publications, entertainment, information services).

In the Republic of Moldova, the transition toward the New Economy is evident in the development of the IT sector and digital commerce. For instance, the growth of local e-commerce platforms and the implementation of fintech solutions reflect digitalization trends. However, the lack of robust digital infrastructure and technological education continues to hinder progress.

The components of the "New Economy" as described by Tapscott are clearly reflected in the digitalization process of commerce in Moldova. Digitalization promotes innovation, yet the development of necessary competencies remains a major challenge for the country's human capital. In terms of technologies, electronic payments and online commerce are on the rise, but SMEs struggle to integrate them. Business models are migrating to digital platforms, although many enterprises lack the resources to make this shift. Remote work and freelancing are expanding, particularly in the IT sector. Digitalization reduces trade barriers and facilitates access for Moldovan companies to international markets, allowing producers to sell directly to consumers, even as traditional retail remains dominant.

Accelerating digitalization is essential for the economic integration of the Republic of Moldova into the European Union. Digitalization programs help enhance economic competitiveness, and Moldovan users are actively contributing to the creation of digital content, even though infrastructure remains underdeveloped. Online commerce is growing, and SMEs can access international markets, but infrastructure still poses a challenge. Additionally, digital disparities between advanced tech adopters and traditional companies lead to market polarization (Tapscott, 1996).

Analyzing Tapscott's highlighted transformations, we observe that they are highly relevant for Moldova, where digitalization represents both an opportunity and a challenge for economic competitiveness. The accelerated integration of new technologies and the development of digital infrastructure are essential success factors for trade (Tapscott, 1996).

In the context of digital transformation, the Republic of Moldova exhibits defining characteristics of the New Economy: digital commerce reduces dependency on intermediaries, and the labor market becomes more flexible through automation. However, existing gaps in digital infrastructure and the low level of technological education slow down this progress.

Given the significant growth of e-commerce at the national level, companies in the Republic of Moldova are investing in the use of automated solutions and the integration of existing artificial intelligence tools to optimize the shopping experience.

Among the most relevant examples of the impact of digitalization in commerce are:

- The introduction of automated inventory management systems in supermarkets, which optimize supply processes and reduce losses through demand forecasting;
- The use of contactless and mobile payments, which has accelerated transaction speed and enhanced payment security;
- The development of e-commerce, where online platforms have revolutionized the shopping experience by offering fast and diversified options for consumers;
- The integration of artificial intelligence solutions and data analytics, enabling personalized offers and improved customer relationships;
- The automation of distribution centers, which shortens delivery times and reduces logistics costs.

Thus, digitalization contributes to both the enhancement of operational efficiency and the transformation of the traditional commercial model by promoting accessibility and personalized customer experiences.

Consumer behavior in the Republic of Moldova has also changed significantly in recent years, along with the rise of online commerce and the adoption of digital solutions. The growing preference for online shopping is driven by factors such as accessibility, product diversity, and delivery speed - elements that directly influence the development of digital retail. Alongside this transition, e-commerce platforms play a crucial role in reshaping shopping habits, highlighting the need for retailers to invest in automated solutions and offer personalization technologies. This change in consumer preferences leads to a reconfiguration of commercial strategies and stimulates the development of e-commerce. As consumers

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become more demanding, optimized digital experiences, flexible payment methods, and efficient logistics become critical factors for maintaining competitiveness in the e-commerce market. Traditional retailers who do not adapt their business models to digital demands risk losing market share to online platforms and competitors prioritizing digital innovation.

In the context of the expanding e-commerce market, a key factor is the digitalization of commercial processes, which facilitates consumer access to a wide range of products and services. More and more retailers are implementing automated inventory systems, digital payment options, and omnichannel sales platforms, offering consumers faster and more efficient shopping experiences. Another important aspect is the evolution of consumer preferences, increasingly oriented toward convenience, diversity, and delivery speed. In this regard, both local and international e-commerce platforms are adapting their strategies through offer personalization and delivery optimization. The growing number of contactless and mobile payments indicates a strong shift toward digital transactions, contributing to the consolidation of the e-commerce sector. This evolution is supported by the legal framework governing payment services and electronic money, regulated by Law No. 114/2012.

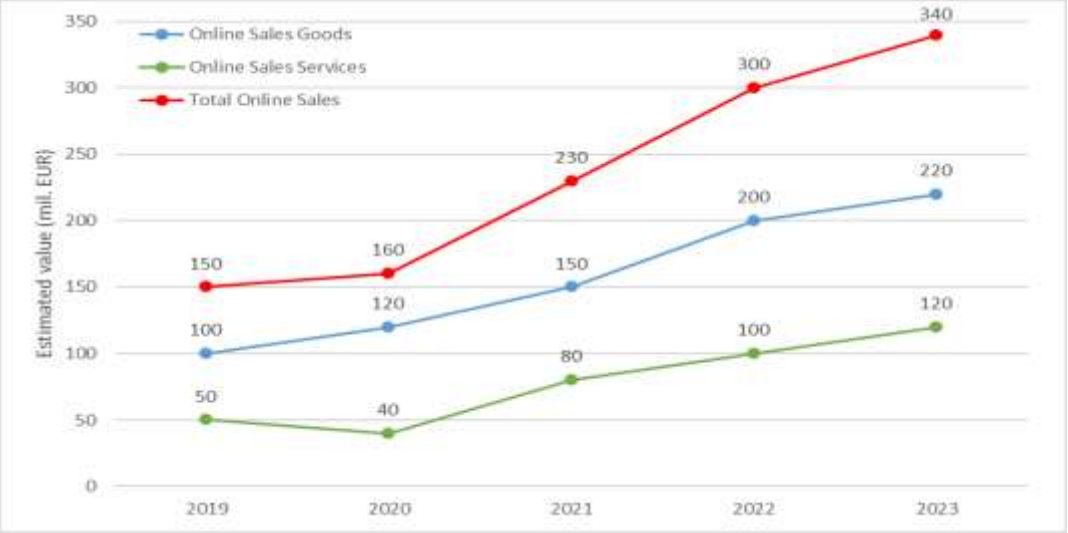

Figure 1. Evolution of the E-commerce Market in the Republic of Moldova (2019–2024)

Source: Developed by the author based on Law No. 114/2012 on Payment Services and Electronic Money and the Digital Transformation Strategy 2023–2030, e-Governance Agency[2]

Overall, these developments confirm that the e-commerce market in the Republic of Moldova is in a phase of expansion but still requires additional investments in digital infrastructure, logistics, and cybersecurity. Thus, companies adopting an integrated strategy of digitalization and automation will be better positioned to meet consumer expectations and strengthen their long-term competitive advantage.

2 *The data from the cited sources were supplemented with estimates made by the author, based on trends from policy documents and statistical studies published between 2019 and 2024*

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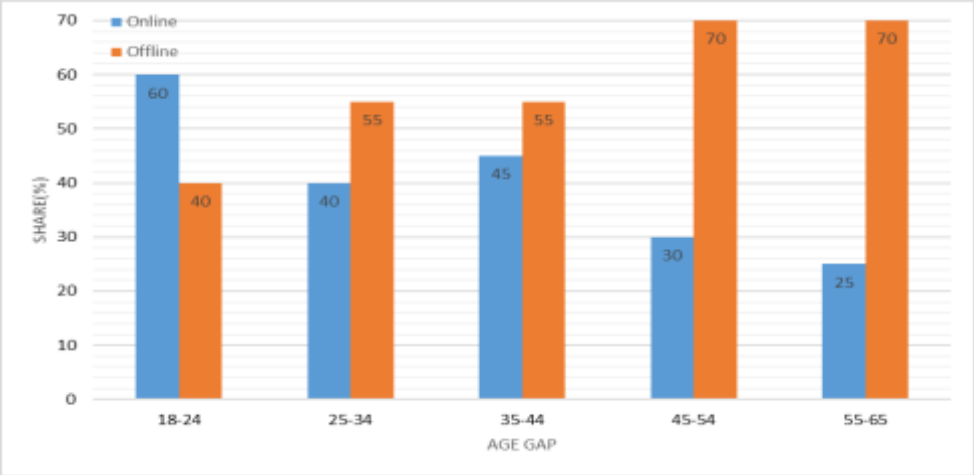

Figure 2. Preferences for Online vs. Offline Purchasing of the Same Product in the Republic of Moldova, by Age Group (2023)

Source: Developed by the author based on XPLANE Research, AmCham Moldova Report – The E-Commerce Market in the Republic of Moldova (2024)[3]

There are significant differences among age groups regarding the adoption of e-commerce. Young people aged 18–24 prefer online shopping, with 62% choosing this method compared to only 38% who shop in physical stores. In contrast, among individuals aged 55–65, 70% prefer offline shopping, while only 30% opt for e-commerce.

Intermediate age groups show a relatively balanced preference: in the 25–34 age category, 45% of consumers choose online channels, and 55% offline - similar trends are observed in the 35–44 group. However, in the 45–54 segment, the preference for traditional shopping becomes even more evident, with 70% of purchases made offline. For clarity, the presented percentages were rounded and supported by interpretations based on the age group structure in the original report. This trend compels retailers to balance investments in digitalization with the maintenance of physical stores, adapting to the preferences of various consumer segments.

The automation of commercial processes significantly impacts the labor market, reducing jobs in retail and logistics while creating new opportunities in IT, data analysis, and digital management. The implementation of digital technologies not only alters business models but also reshapes labor requirements, necessitating an effective transition through reskilling programs.

3 *The data from the cited sources were supplemented with author-generated estimates based on trends from policy documents and statistical studies published between 2019 and 2024. The values presented in Figure 2 were adjusted and interpreted by the author using rounded percentage estimates and interpolated age group data from the original report to ensure a clear comparative representation.*

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In the physical retail sector, the introduction of self-service point-of-sale systems and automated inventory management reduces the need for cashiers and administrative staff. Meanwhile, the digitalization of supply chains and the use of automated sorting systems affect demand for low-skilled labor in logistics. Conversely, the demand is increasing for e-commerce specialists, online platform administrators, cybersecurity experts, and data analysts - fields that require advanced digital competencies.

According to the Expert-Grup report (2023), Moldova's economic growth is being driven by the service sector, supported by the recovery of retail commerce and the continuous expansion of the IT industry. Moreover, the growing emphasis on retechnologization and automation has stimulated investment flows, thereby reinforcing the country's upward economic trend (Expert-Grup, 2023).

The following table illustrates the impact of automation across major sectors in Moldova, showing how digitalization transforms business processes and alters labor market demands.

The transition in the structure of the labor market affects not only employees but also the way businesses adopt new technologies. The differences between large enterprises and SMEs in the digitalization process are becoming increasingly visible, significantly impacting operational efficiency and market competitiveness. In the Republic of Moldova, the adoption of digital technologies in the commercial sector is uneven, with large enterprises and SMEs facing distinct challenges.

Table 1. The Impact of Digitalization and Automation on Occupations in the Republic of Moldova

Sector	Declining Occupations	Transitional Occupations	Emerging Occupations
Retail & Commerce	Cashiers, checkout operators, customer support staff	Digital sales specialists, customer relationship managers	E-commerce specialists, online platform designers
Logistics & Transport	Manual sorters, warehouse workers, stock supervisors	Digital logistics operators	AI specialists for transport, drone delivery developers
Finance & Accounting	Junior accountants, bank cashiers	Fintech consultants, AI auditors	Blockchain specialists, financial data analysts
Media & Entertainment	Traditional video editors, manual proofreaders, translators	Digital content producers, media strategy managers	Augmented reality specialists, AI-generated content creators
Education & Training	Standardized course instructors	Digital learning facilitators, online mentors	Developers of digital educational content, VR specialists in education

Source: Developed by the author based on data from the OECD Report (2023) on digital business skills in the Republic of Moldova

While large retail chains invest in automation to improve internal processes and increase efficiency, SMEs face financial constraints and a lack of technological expertise, which undermines their competitiveness. Large companies implement solutions such as self-

checkout systems and ERP platforms to better manage inventory and reduce personnel costs, while SMEs continue to rely on traditional methods and have limited resources to invest in digitalization. In the long term, insufficient digital adoption may lead to increased market polarization, favoring large enterprises and diminishing the competitiveness of SMEs.

An analysis of the degree of digital technology adoption among small and medium-sized enterprises (SMEs) versus large companies in the Republic of Moldova reveals significant discrepancies between the two groups. Large companies show much higher levels of integration of digital solutions. These differences directly affect operational efficiency, competitiveness, and the capacity to adapt to market demands. By optimizing resource management, digitalization becomes a catalyst for the transformation of commercial strategies - a critical condition for adapting to new economic realities.

Digitalization and automation bring significant benefits to Moldova's trade sector. However, the implementation process is slowed by multiple challenges that impact business competitiveness. A major issue is the underdeveloped digital infrastructure in rural areas, where limited access to high-speed internet and the absence of modern electronic payment solutions reduce commercial opportunities for SMEs.

Additionally, the absence of a clearly defined legislative framework and the lack of effective cybersecurity measures increase the risk of losing financial data and sensitive customer information. For many SMEs, investing in cybersecurity is expensive and difficult to implement, making them more vulnerable to digital threats.

Another essential challenge is resistance to change and the lack of digital education among entrepreneurs. Many business owners, especially those from older generations, prefer traditional methods of operation and are hesitant to adopt new technologies. At the same time, the digital skills deficit hampers the transition to automation, leading to a slow and difficult integration of technological solutions.

Table 2. Level of Digital Technology Adoption in SMEs and Large Companies in the Republic of Moldova

Technology / Process	Adoption in SMEs (%)	Adoption in Large Companies (%)	Impact on Efficiency
ERP Systems (Enterprise Resource Planning)	18%	85%	Optimization of inventory and internal processes
Self-checkout and Automated Payments	10%	75%	Reduced personnel costs and increased processing speed
E-commerce (Own Online Sales)	35%	90%	Market expansion and improved consumer accessibility
Digital and Contactless Payments	40%	95%	Increased security and efficiency of financial transactions
Artificial Intelligence for Data Analysis	5%	60%	Offer personalization and improved commercial strategy
Logistics and Supply Chain Automation	15%	80%	Reduced operational costs and faster deliveries

Source: Developed by the author based on data from the National Bureau of Statistics of the Republic of Moldova

Moreover, the workforce in the trade sector is not always prepared to operate complex digital systems, which makes professional training and reskilling programs a necessity. If these challenges are not addressed effectively, the digitalization of commerce in the Republic of Moldova risks advancing unevenly, benefiting large companies while leaving behind SMEs that lack the resources to quickly adapt to new market demands.

The analysis conducted highlights both the benefits and the challenges that digitalization brings to Moldova's commercial market. For these processes to be implemented efficiently and equitably, strategic measures are necessary - elements that will be detailed in the article's conclusions and recommendations. The integration of digital technologies must be supported through effective public policies, investments in digital infrastructure, and digital education programs, so that all businesses can benefit from the opportunities brought by automation.

For digitalization in Moldova's trade sector to be effectively implemented, viable strategies are needed to support both large enterprises and SMEs in adapting to new technologies. The main action directions include:

- Investments in IT infrastructure and SME digitalization – developing high-speed internet networks, especially in rural areas, and facilitating SME access to advanced technological solutions. Providing grants, subsidies, or tax incentives for the digitalization of small and medium-sized enterprises can help reduce the gap with large companies;
- Implementing public policies to support e-commerce, along with establishing a clear legislative framework for digital payments, data protection, and cybersecurity, is fundamental to promoting the development of online businesses (Law No. 60/2023);
- Public–private sector collaboration can facilitate the integration of innovative solutions and the development of digitalization support programs;
- Professional training programs for digital skills development – reskilling employees in areas such as e-commerce platform management, data analysis, and the use of artificial intelligence in business processes can ensure effective adaptation to new market realities. Creating training centers or partnerships with educational institutions for specialized program development can accelerate this process.

Supporting Moldova's integration into European digital ecosystems – aligning with European Union standards and partnering with international organizations can facilitate local companies' access to emerging technologies and international markets (Coretchi, B., Onofrei, A., & Rencheci, D., 2017). Innovation is a key factor in Moldova's socio-economic development process, playing a vital role in diversifying the economic structure, increasing sectoral efficiency, and improving global competitiveness. An integral part of the "new economy" in the age of "networked intelligence" is the creation and use of "digital capital," resulting from the interaction between human capital, consumer capital, and a company's structural capital (Tapscott, D., Lowy, A., & Ticoll, D., 2000).

To assess Moldova's position in the trade digitalization process, a comparative analysis with Ukraine and Romania - two neighboring states with similar economic and trade structures

but different digital adoption rates - is appropriate. This approach helps identify strengths and specific challenges in each country and provides a relevant framework for developing strategies to accelerate digital transformation in Moldova.

Table 3. Comparison of Trade Digitalization in the Republic of Moldova, Ukraine, and Romania

Indicator / Country	Republic of Moldova	Ukraine	Romania
Level of SME Digitalization	Low level, most SMEs operate traditionally.	Accelerated growth due to conflict-related necessities.	Advanced integration into European digital ecosystems.
IT Infrastructure and Internet Access	Uneven development, significant urban-rural gaps.	Rapid expansion of 4G/5G networks.	Extensive coverage, high-speed internet, low costs.
Public Policies for Digital Trade	Limited initiatives, lack of a clear strategic framework.	Proactive policies, conflict-driven digitalization.	Integrated national strategy, EU support.
Digital Payment Integration	Moderate growth, cash still predominant.	Rapid adoption of electronic payments.	High level, digital payments are widespread.
E-commerce and Marketplaces	Dominated by international platforms, SMEs face barriers.	Rapid expansion of online trade.	Strong local marketplaces, regional integration.
Digital Education and Professional Training	Deficit of digital reskilling programs.	Accelerated development of online courses.	Advanced programs supported by EU funding.

Source: Developed by the author based on the ACETI Study on SME Digital Transformation Needs (2024), EU4Digital and the Romanian Ministry of Research, Innovation, and Digitalization.

Trade digitalization varies significantly between Moldova, Ukraine, and Romania, influenced by factors such as access to financing, public policies, and digital infrastructure.

Romania has benefited from multiple EU funding programs dedicated to digitalization, which facilitated the accelerated adoption of digital payments, the development of robust e-commerce platforms, and support for SMEs in transitioning to digital operations. Through initiatives funded by the European Union, such as the Competitiveness Operational Program, Romanian SMEs received assistance in implementing ERP systems and automating business processes, giving them a competitive edge in the regional market.

Ukraine, on the other hand, was compelled to accelerate digitalization due to the armed conflict, which led to the rapid implementation of e-commerce and online payment technologies as part of an economic resilience strategy. The Ukrainian government, together with international partners, launched initiatives to support entrepreneurs through digital programs, including national platforms for selling local products and services facilitating access to financial systems without traditional banking infrastructure. The growth of digital banking applications like monobank enabled continued economic activity despite infrastructure disruptions caused by the conflict.

Although Moldova has made some progress in digitalization, it faces major challenges stemming from its underdeveloped IT infrastructure and limited access to financing for SMEs. While Romania and Ukraine have implemented proactive strategies for economic digitalization, Moldova still needs clearer and better-defined policies to support SMEs in adopting digital technologies. In this regard, the country must accelerate efforts through investments in digital infrastructure and supportive policies for SMEs, following Romania's example in attracting EU funding.

Currently, national initiatives such as the Digital Transformation Strategy 2023–2030 are in the implementation phase, but their success will depend on investments in digital education, infrastructure, and incentives for SME digitalization (Ministry of Economic Development and Digitalization, 2025).

Although the gaps with neighboring economies are evident, Moldova has the potential to close this gap through strategic measures and effective policies. To support digital commerce and economic competitiveness, Moldova must accelerate the adoption of public policies for digitalization, align with European best practices, and attract external funding sources to reduce disparities with neighboring economies.

The Government of the Republic of Moldova has implemented a series of strategies to accelerate digitalization, including the digitalization of public services and support for SMEs in adopting modern technologies. The country's Digital Transformation Strategy for 2023–2030 represents a fundamental initiative aimed at developing an innovative and sustainable digital economy, contributing to the strengthening of Moldova's economic and technological resilience.

The strategy includes a number of essential measures for the development of the digital economy. These include the development of digital infrastructure, which involves expanding essential public services for businesses, with digitalization targets of 75% by 2024 and 100% by 2030. Another important aspect is supporting the local IT industry and promoting the adoption of digital products in the domestic market, especially by stimulating electronic payments at the national level. Furthermore, the strategy envisages the creation of a program for the digitalization of SMEs and their integration into the e-commerce ecosystem, while international trade facilitation for SMEs will be supported through the simplification of customs procedures. The strategy also includes the development of the ICT sector and the digital economy, along with the promotion of cooperation between universities, the public sector, and the private sector to improve digital competencies. In addition, increasing consumer trust in online payments is targeted through the implementation of high digital security standards (e-Governance Agency, 2023).

The Republic of Moldova is also set to benefit from support under the "Digital Europe" Program to develop a European Digital Identity Wallet - an important step toward the digitalization of public services and integration into the European digital space. This wallet will allow citizens and companies to authenticate their identity and manage documents in digital format, thus facilitating interaction with both public and private services.

Furthermore, in 2021, the government established the position of Deputy Prime Minister for Digitalization, responsible for coordinating digital transformation activities, including public services and IT infrastructure. This position emphasizes the authorities' commitment to supporting trade digitalization and creating a favorable environment for the development of the digital economy.

The importance of e-commerce as a driver of economic and socio-economic growth in Moldova is particularly relevant, given the digital transformations that are reshaping market structures and stimulating innovation across sectors. Digital commerce opens important opportunities for SME development, facilitating their expansion both domestically and internationally. Online platforms provide companies with access to new consumer segments, allow for diversification of product and service offerings, and enable the implementation of modern solutions for supply chain management. Moreover, trade digitalization reduces geographical barriers and operational costs, thus increasing the competitiveness of Moldovan enterprises on the global stage. It also improves transaction transparency and efficiency, creating a favorable business climate and contributing to the modernization of the national economy (Ministry of Economic Development and Digitalization, 2025).

To fully capitalize on the potential of digital commerce, Moldova must ensure the consistent implementation of its national strategy, stimulate innovation, and improve SME access to digital resources. Integration into European digital ecosystems and investments in digital education will play a key role in enhancing the country's economic competitiveness (Economic Council, 2021).

Conclusions

In line with the directions analyzed above, Moldova's integration into the European digital space and alignment with EU standards become strategic imperatives for strengthening trade competitiveness. To remain competitive in the digital age, the Republic of Moldova must accelerate investments in IT infrastructure, implement digital training programs for entrepreneurs, and adapt its legislative framework to the new realities of electronic commerce and cybersecurity. Law No. 60/2023 represents an important starting point in stimulating electronic commerce and creating a favorable legislative framework for the development of the digital sector.

However, the analysis reveals that the success of digitalization in the Republic of Moldova largely depends on the effective integration of emerging technologies and the promotion of a business ecosystem aligned with new market requirements. In this context, collaboration between public authorities and the private sector is crucial for creating a favorable environment for innovation and supporting SMEs, which represent a vital segment of the national economy.

Moldova's integration into the European digital space and alignment with EU standards are strategic directions with a major impact on sustainable economic development. The

modernization of technological infrastructure, together with the implementation of effective policies in e-commerce and cybersecurity, can strengthen the national economy's competitive capacity. This will create the necessary conditions for expanding access to international markets and adopting emerging technologies, contributing to the digital transformation of Moldova's business environment. In the future, research could further investigate the impact of artificial intelligence and blockchain technologies on the security of commercial transactions in Moldova's digital economy.

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