

THE USE OF DIGITALIZATION IN BUSINESS MANAGEMENT, IN EUROPE

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Abstract

Globalization has led to the spread of various trends across economic and social sectors, with digitalization becoming increasingly prevalent in recent years. This study aims to investigate the use of digitalization in business management across Europe, particularly focusing on its influence on the decision-making processes within organizations. The paper focuses on the analysis of specialized literature in order to identify the most relevant theories and formulate some conclusions concentrated on finding patterns that are similar. At the same time, in addition to the theories, the paper wants to come up with the analysis of the relevant statistical data in the field in order to consolidate the presented hypothesis. In this regard, the research employs an analytical approach, utilizing official statistical data to support the findings. The results will offer a comprehensive understanding of the role digitalization plays in organizational decision-making and provide key insights into its influence on business operations. These findings will contribute to a deeper understanding of how businesses can effectively integrate digital tools to enhance decision-making and management processes.

Keywords

Management, enterprise, digitalization, trends, Europe, usage.

JEL Classification

D20, D21, D22, F60, F63, L20, M10

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