

DIGITAL SKILLS INFLUENCING FACTOR OF FINANCIAL PERFORMANCE IN THE MEDICAL SECTOR IN ROMANIA

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Abstract

The research paper addresses the contemporary topic of digitalization through both its structure and content. The case study focuses on the medical sector, where a sample of 20 companies with an average of 105 employees was analysed. The study examines the need to enhance the digital competencies of medical staff and explores the correlation between the required level of digital knowledge—driven by advancements in medical technology—and the financial performance of these companies. Data collected through questionnaire responses were processed using JASP statistical software, and the relationship between digitalization and financial performance was analysed using Bayesian methods.

Keywords

digitization, financial performance, medical sector, Bayesian analysis, telemedicine, digital transformation

JEL Classification

F65, G22, C30

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