

DO ERP SYSTEMS DRIVE REVENUE GROWTH IN ROMANIA'S GAMBLING INDUSTRY? INSIGHTS ON CONSUMER SPENDING AND INTERNET USAGE

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Abstract

This study explores the key factors driving revenue growth in Romania's gambling industry, focusing on the role of ERP systems, consumer spending on recreation and culture, and internet usage. Using regression analysis across three models and data from 2017 to 2023, the findings highlight the interplay between digital transformation, consumer behaviour, and technological adoption. ERP systems, while not showing a direct and significant impact in comprehensive models, demonstrate a positive and significant contribution when analysed independently, emphasising their potential to support revenue growth through enhanced operational efficiency and digital transformation. Consumer spending on recreation and culture emerged as a significant driver, reflecting broader socioeconomic trends and the increasing prioritisation of leisure activities in personal budgets. Similarly, the consistent growth in internet penetration underscores its critical role in expanding online platforms, driving digital engagement, and supporting the gambling sector's evolution. Together, these findings emphasize the importance of technology, digital accessibility, and shifting consumer preferences in shaping the future of the gambling industry in Romania.

This study contributes to the literature by providing nuanced insights into the sector's dynamics and the interconnected drivers of growth in an increasingly digital economy.

Keywords

ERP systems, gambling industry, digital transformation, consumer spending, internet usage.

JEL Classification

L83, G41, L86

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