

## **Title**

### **THE IMPACT OF GLOBALIZATION AND DIGITALIZATION ON THE FUTURE OF ECONOMIC AND SOCIAL STATISTICS**

Theme proposed by: the National Institute of Statistics

## **Director:**

Professor Călin Petrică Vegheș, PhD

## **Purpose:**

The project analyzed and highlighted the influences of globalization and digitalization on economic and social statistics through a rigorous scientific research approach, creating the framework for the development of empirical models and the dissemination of the results, serving to the understanding and adaptation of statistics in the current global and digital environment.

## **Objectives:**

The main objectives aimed at evaluating the influence of globalization and digitization on the future of economic and social statistics, obtaining relevant qualitative and quantitative information to identify and measure the influence of digitization and globalization on the future of statistics, developing an empirical model aimed at relating globalization, digitization, and economic and social statistics.

## **Design/Methodology/Approach:**

The project implementation involved the investigation of secondary sources regarding the influence of digitization and globalization on economic and social statistics, the use of relevant primary data sources from organizations generating and using economic and social statistics, and the development of an econometric model to assess relationships between specific variables.

## **Results/originality:**

The results obtained as a result of the research effort undertaken confirmed that in the context created by an increasing level of globalization and digitization of the business environment, the production and distribution of economic and social information characterized by recency, accuracy, availability and relevance, respectively their appropriate employment, is a major determinant of organization competitiveness in the different markets.

## **Impact on the society:**

The results of the conducted scientific research add value to the investigated field by advancing relevant concepts for the business environment and the scientific community in the field of marketing, generating a positive impact on the production and consumption of economic and social statistical information with a direct effect on the improvement of the Romanian business environment.