

DIGITAL ECONOMY AND DIGITAL EDUCATION

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Abstract

The concept of the "new economy" (digital economy) focuses mainly on the current transformations of economic activities as a result of the use of digital technologies that provide access, processing and storage of information in a less expensive and accessible digital economy. The new economy is characterized by the intensification of the incorporation of knowledge of new products and services, the increase of the importance of learning and innovation, globalization and sustainable development. The main components of the digital economy are digital products, consumers, sellers, business infrastructure, intermediaries, maintenance and support services, website creators. The promotion of digital technologies would stimulate the European economy from two perspectives, namely one of support for citizens and another of support for European Union companies. the level of quality of education is decisive for the prospects and chances of success in the lives of young people. Education also plays a key role in social rights. The digital economy requires a high consumption of design work, a high qualification, which creates a higher added value, new jobs, unlimited virtual segments of business opportunities and creativity.

Key words: digital economy, digital education, economic development