

## The Use of Digital Technologies under Pandemic Conditions as a Tool for Business and Economy Recovery

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### Abstract

The paper focuses on the degree of use of digital products in many areas of the economy and the dynamics of their growth as a result of the pandemic and post pandemic times. By analyzing the permanent elements of the use of digital products in the global economy and especially in Albania, this study argues the fact that this phenomenon is most likely to occur in a large scale even after the pandemic.

In essence, the paper aims to analyze the factors, which influence the spread of the use of digital products, starting from: the level of trust in the digital market, the level of knowledge needed to use its products effectively, the evolution of the ratio of digital market actors, such as products, consumers and businesses, etc. In this menu, the authors analyze the enduring metamorphoses of the digital market, which emerged with the outbreak of the pandemic and continue to this day.

The analysis of these factors is carried out by identifying the economic causes, legal obligations, government employment policies and procedural innovations of the functioning of the state mechanism and private business under the conditions of the pandemic and beyond.

In methodological terms, the paper is built on the basis of an analysis involving logical deductions and inductions, real examples of market phenomena, and above all, the factor analysis of the impact, which innovation and other levers of digitalization have had on the world and Albanian economy.

**Keywords:** Key words: Digital Technology, Digital Products, Lockdown, "Recovery plan", Regional Digital Innovation Centers, etc.

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