



Research Article

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Digital Innovation in Small and Medium-sized Enterprises: A comparative analysis between Albania and EU countries

Teuta Xhindi

*Faculty of Engineering, Informatics and Architecture, European University of Tirana,
Albania*

Ermela Kripa

*Department of Economic and Entrepreneurship Sciences, Catholic University 'Our Lady of
Good Counsel', Albania*

Mauro Gianfranco Bisceglia

Faculty of Economics and Finance, Aldo Moro, Bari Italy

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Abstract

Innovation has always been one of the drivers of competition and for the long-term success of companies. The implementation of new digital technologies stimulates the development and acquisition of new skills, competences and knowledge, which are relevant factors in companies' innovation activities, especially in SME's.

Albania stays between the first 10 European Countries where its citizens take 95% of public services online. Also, Albania is the first country not only in the region but also in Europe to have a dedicated law for the development of start-ups. The study purpose is to present a comparative analysis for the level of digital innovation for EU Countries and Albania.

The research question is: Are there differences between Albania and European Countries regarding the Key indicators of Digital Economy and Society Index?

We have conducted a review of the literature and a secondary data analysis. This study has a descriptive nature, and its main contribution is to present the comparative results between EU Countries and Albania regarding digital innovation. The results show that there are differences between Albania and European Countries regarding these indicators.

Keywords: Digitalization, innovation, SME, human capital, ICT.

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