

THE IMPACT OF THE COVID 19 PANDEMIC ON THE DYNAMICS OF DIGITAL TRANSFORMATION - CROATIAN PERSPECTIVE

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ABSTRACT

Digital transformation is a complex process whose comprehensiveness inevitably brings with it various challenges and obstacles. Its implementation requires significant amounts of time and money, especially in terms of hiring experts, the cost of introducing new digital tools and education. The onset of the COVID19 pandemic, due to a series of security measures and restrictions on physical contact between people, necessitated the accelerated development of digital transformation worldwide. Hence, the subject of this paper is the analysis of the impact of the pandemic on the dynamics of digital transformation from the Croatian perspective. Through the analysis of the media, reports of consulting companies and our own experiences, an overview of the state and development of indicators in key areas was made and placed in the context of European and world digital indexes. The aim of this paper is to present changes in the dynamics of digital transformation in the Republic of Croatia, in areas that we believe are a direct consequence of the pandemic and compare with the pre-pandemic situation, as well as Croatia's position in relation to neighbouring countries. The focus was on important software and network solutions, which improved the individual analyzed area. The actual situation and digital readiness for further progress have been assessed.

KEYWORDS: *COVID19, Croatian Perspective, Digital Readiness, Digital Technologies, Digital Transformation, Internet*

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