

**SOCIAL INTERVENTION PARADIGMS IN THE CONTEXT OF THE NEW SOCIAL REALITIES**  
**PARADIGMELE INTERVENȚIEI SOCIALE ÎN CONTEXTUL NOILOR REALITĂȚI SOCIALE**

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**DIGITAL TRANSFORMATIONS OF THE MODERN ECONOMY: POLAND'S EXPERIENCE**

**TRANSFORMĂRILE DIGITALE ALE ECONOMIEI MODERNE: EXPERIENȚA POLONIEI**

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**Abstract.** *Digital transformation has become a key factor influencing the development and competitiveness of the economy. Poland's experience in implementing digitalization processes across different sectors serves as a valuable case study. This paper explores the key aspects of digital transformation in Poland, its impact on the economy, as well as the challenges and future prospects in this area.*

**Keywords:** *digital transformation, Poland, economy, automation, e-commerce*

**Rezumat.** *Transformarea digitală a devenit un factor-cheie care influențează dezvoltarea și competitivitatea economiei. Experiența Poloniei în implementarea proceselor de digitalizare în diferite sectoare reprezintă un studiu de caz valoros. Lucrarea explorează principalele aspecte ale transformării digitale în Polonia, impactul acesteia asupra economiei, precum și provocările și perspectivele de viitor în acest domeniu.*

**Cuvinte-cheie:** *transformare digitală, Polonia, economie, automatizare, comerț electronic*

### **Introduction**

In today's dynamically changing world, digital transformation has become a key factor influencing the development and competitiveness of the economy. Poland, as a country with a developing technological infrastructure and growing innovation, is an interesting example of effective implementation of digitalization processes in various sectors of the economy.

In this paper, we present key aspects of digital transformations in Poland, their impact on the economy, as well as the challenges and future prospects in this area.

### **Main Directions of Digital Transformation in Poland**

Digital transformation refers to the process of integrating modern digital technologies in various areas of economic activity, leading to fundamental changes in

the way enterprises, public institutions, and customer relations operate. In Poland, digital transformation primarily includes:

- automation of business processes;
- introduction of artificial intelligence (AI) and machine learning;
- digitization of the public sector and administrative services;
- development of e-commerce;
- implementation of cloud technologies (cloud computing).

### ***Digital Transformation in Key Sectors***

1. *Financial Sector.* The Polish financial sector is one of the leaders in implementing modern digital solutions. Online and mobile banking has become the standard, and the adoption of technologies such as BLIK, contactless payments, and electronic wallets has significantly improved payment processes. Polish banks are also actively using blockchain technologies and biometrics to enhance transaction security.

2. *E-commerce.* E-commerce in Poland is developing at an impressive pace. Key sales platforms, such as Allegro, Amazon, and Empik, have dominated the market, offering customers fast and convenient online shopping experiences. The introduction of Big Data technologies and personalization allows a better adjustment of the offer to customer needs.

3. *Public Sector.* The introduction of the ePUAP platform and the Trusted Profile has enabled citizens to handle most official matters online. The development of remote education systems and telemedicine is also an important element of the digitization of the public sector.

4. *Industrial Sector.* The Polish industrial sector is increasingly adopting Industry 4.0 technologies, including automation, robotics, and the Internet of Things (IoT). Intelligent production lines, remote process management, and predictive maintenance are just a few examples of the implementation of modern solutions in industry.

### ***Challenges of Digital Transformation***

Despite notable progress, Poland still faces several significant challenges:

- *deficiencies in Internet infrastructure:* especially in rural areas, access to broadband internet remains problematic;
- *shortage of IT specialists:* there is a growing demand for qualified programmers, engineers, and data analysts;
- *cybersecurity issues:* the increase in hacker attacks requires greater investments in data protection and digital infrastructure;
- *high implementation costs:* for small and medium-sized enterprises (SMEs), the investment costs in new digital technologies remain a major barrier.

### ***Success Stories in Digital Transformation***

***PKO Bank Polski.*** The largest bank in Poland has implemented advanced mobile banking systems, gained millions of active users, and expanded its offer with innovative financial products based on artificial intelligence.

***InPost.*** A Polish logistics company that introduced a modern parcel locker system, revolutionizing the delivery sector in Poland and inspiring logistics companies globally.

**CD Projekt.** A Polish video game producer, known worldwide for the game *Cyberpunk 2077*.

### ***Prospects for the Future***

In the coming years, the key directions for the development of digital transformation in Poland will include:

Development of the 5G network and IoT technologies, improving internet capacity and quality;

Greater implementation of automation and robotization in production and logistics sectors;

Strengthening cybersecurity infrastructure, through the introduction of more advanced data protection and transaction security solutions.

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