

2021 INTERNATIONAL SUMMER SCHOOL

**MAKE A DIFFERENCE: LEARN HOW TO
EVALUATE THE ECONOMIC IMPACT OF THE
COVID-19 PANDEMIC**

**THE ADOPTION OF E-COMMERCE TRENDS AND THE FINANCIAL
PERFORMANCE OF SMES IN THE BALKAN REGION**

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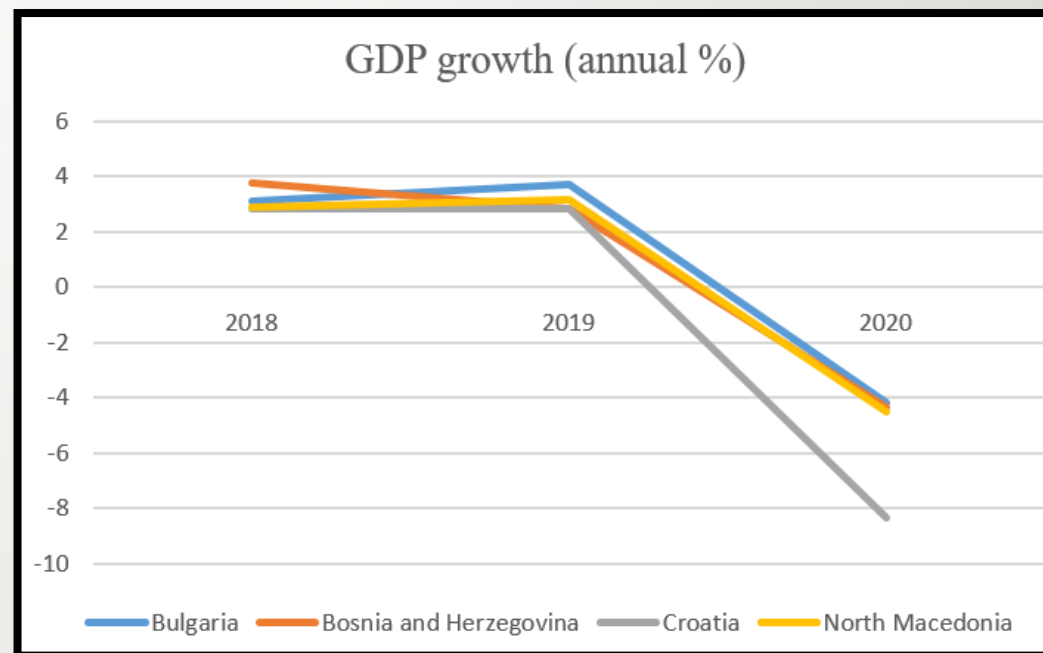
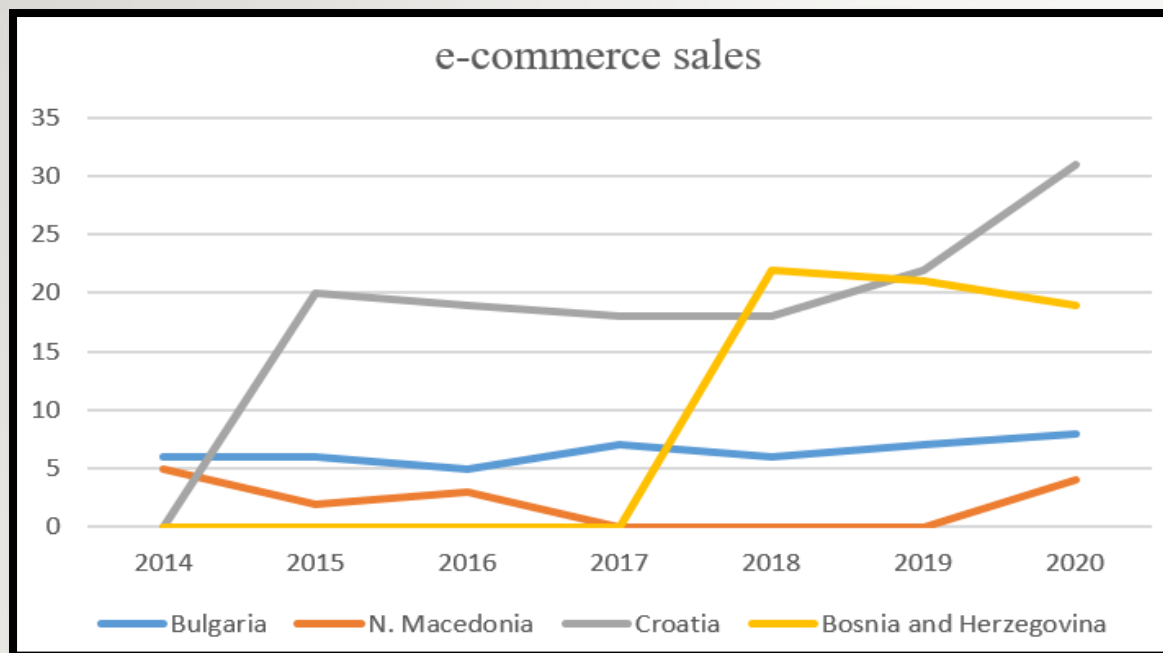
Overview

- Impact of new e-commerce trends on the financial results;
- Revolutionization of retail through E-commerce;
- Impact of Covid-19 on E-commerce trends;
- Digital preparedness for responding to the new consumer needs;
- Digital transformation for the companies in the Balkan region;

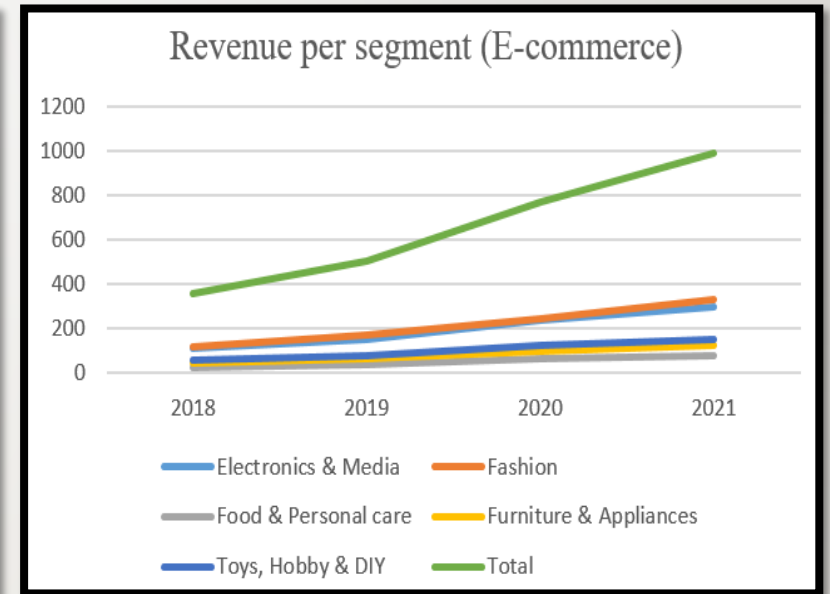
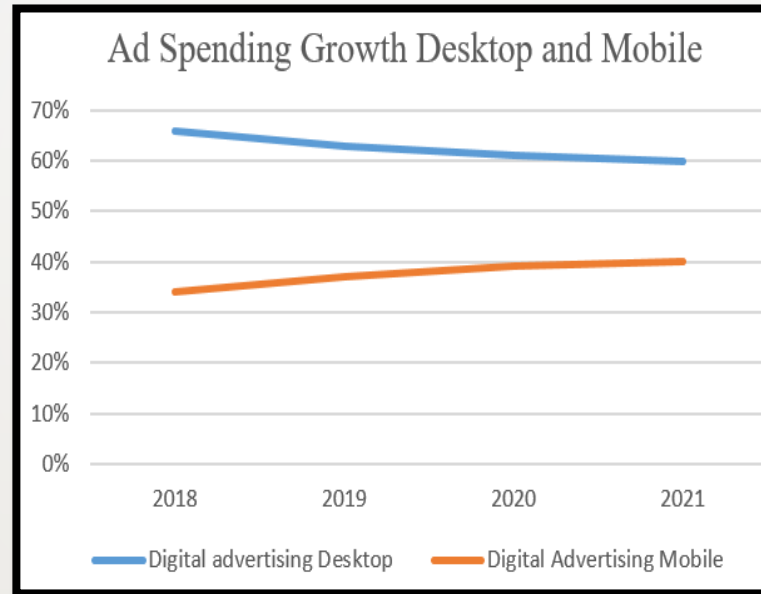
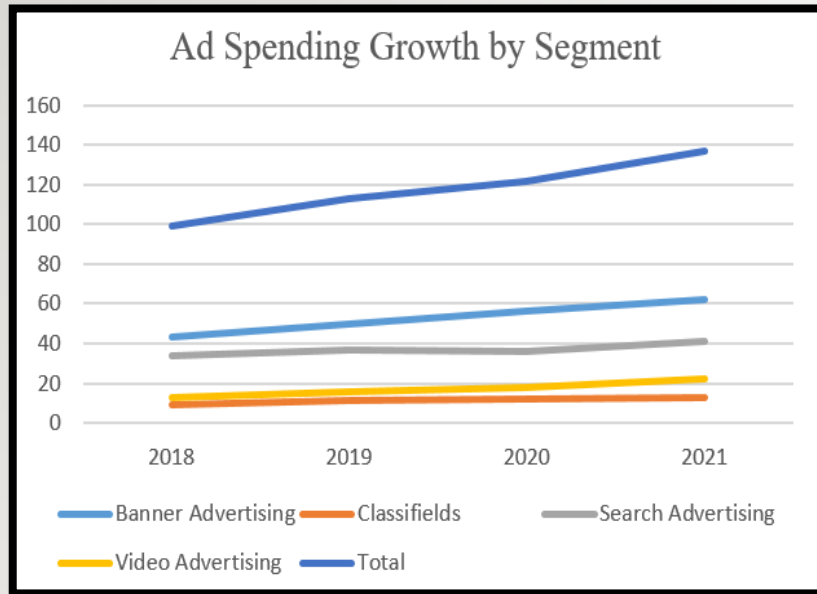
Methodology

- Descriptive analysis;
- Period of analysis: 2014-2021;
- Annual data obtained from Eurostat/Statista websites;
- Balkan countries of interest: N. Macedonia, Bulgaria, Croatia, Bosnia and Herzegovina;
- E-commerce sales, GDP growth, Ad spending growth by segment, Ad spending growth desktop and mobile and Revenue per segment (E-commerce);

Results and discussion

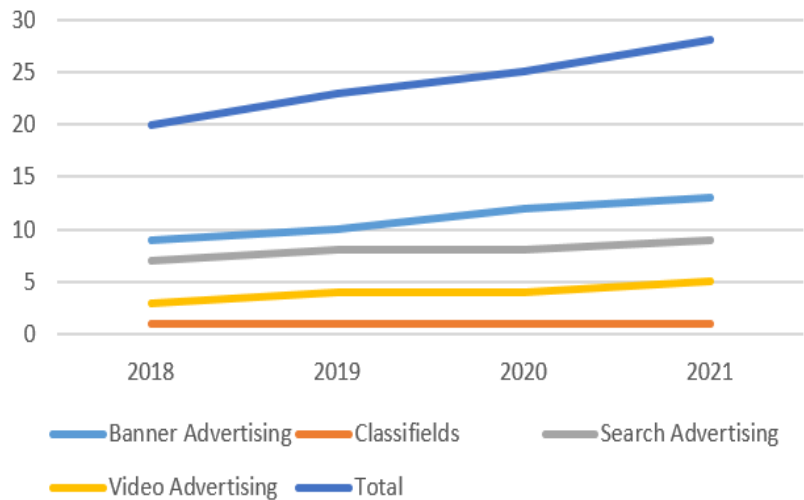


Bulgaria

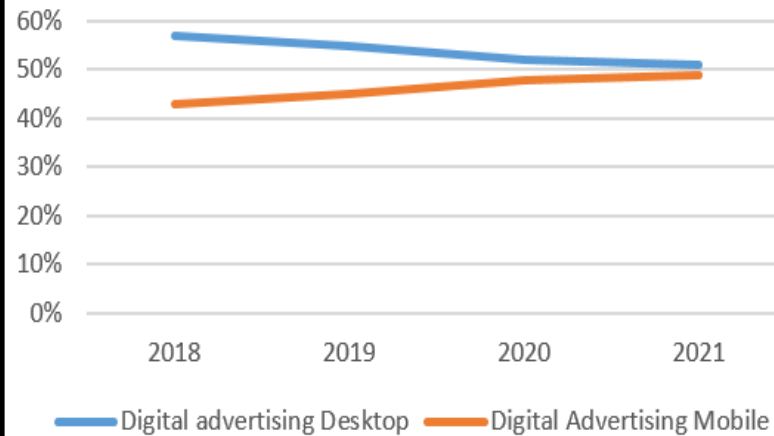


N. Macedonia

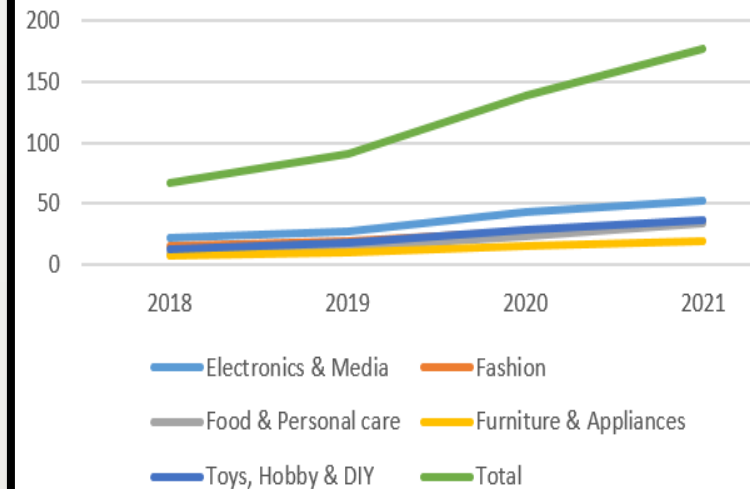
Ad Spending Growth by Segment



Ad Spending Growth Desktop and Mobile



Revenue per segment (E-commerce)



Conclusion

- Quick adaptability created positive results;
- E-commerce trends and sales have shown positive results;
- Decline in the GDP growth;
- Further research in the stated matter;



Thank you