

## THE IMPACT OF DIGITALISATION ON ECONOMIC GROWTH IN DEVELOPING COUNTRIES

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### Abstract

Digitalisation has created a wave of significant change around the world, with impacts particularly felt in developing countries. This study explores how digitalisation has contributed to economic growth in these countries. Through secondary data analysis and a literature review, this study identifies the various ways in which digitalisation affects the economy, including increased access to markets, operational efficiency, and financial inclusion. The study also highlights the important role of digital infrastructure development and investment in technology education as essential supporting factors. Although the overall impact is positive, the study also recognises challenges, such as the digital divide, privacy issues and cybersecurity, which require attention through inclusive and strategic policies. The study concluded that, with the right approach, digitalisation can be a significant driving force for economic growth and social progress in developing countries, showing the potential to narrow the global gap through innovation and inclusion.

**Keywords:** Impact of Digitalisation, Economic Growth, Developing Countries.

### Introduction

In today's era of globalisation and information technology revolution, digitalisation has become the main keyword in a country's economic development and growth. The process of digitalisation, which includes the use of digital technology to transform business models and day-to-day operations, provides a great opportunity for countries to improve their efficiency, innovation and economic competitiveness. Although digitalisation offers a number of significant benefits, the level of acceptance and integration varies between countries, particularly between developed and developing countries (World Bank, 2016).

Developing countries, with limited infrastructure and resources, often face greater challenges in adopting and utilising digital technology. Unequal access to technology, known as the digital divide, can prevent developing countries from taking full advantage of the benefits offered by the digital economy. However, some developing countries have made significant progress in terms of digitalisation, showing that with the right policies and investments, these obstacles can be overcome (Bashir, 2021).

The impact of digitalisation on economic growth in developing countries is an important area of research, as understanding this relationship can help policymakers formulate effective strategies to promote the adoption of digital technologies as drivers of economic growth. With digitalisation capable of increasing productivity, creating new jobs, and facilitating cross-border trade, it is important to investigate the extent to which

developing countries are able to take advantage of this digital transformation (Nguyen & Tran, 2020).

This study aims to answer an important question: How does digitalisation affect economic growth in developing countries? Through an analysis of the impact of digitalisation, this study hopes to provide insights into how developing countries can design policies and initiatives to maximise the benefits of digitalisation, while addressing the challenges that may arise in the process. In conclusion, this study is expected to contribute to the existing literature and provide useful policy recommendations for policymakers in developing countries.

## **Research Methods**

The study in this research uses a literature method. The literature research method to be used in this study relies on the systematic collection, examination, and analysis of various relevant literature sources. This approach involves an extensive review of scientific publications, journal articles, books, research reports, and other related documents that discuss the impact of digitalisation on economic growth, especially in developing countries. The literature search process will be conducted through trusted online databases and digital libraries to ensure the diversity and relevance of the sources used, with due regard to the credibility of the author and the publication. The literature analysis will focus on identifying themes, patterns, perspectives, and gaps in existing research. This method aims to build a strong understanding of the research topic, which will later support a comprehensive synthesis of literature research and provide a theoretical foundation for research.

## **Results and Discussion**

### **Digitalisation Affects Economic Growth in Developing Countries**

Digitalisation has been a significant driving force in reshaping the global economic landscape, having a considerable impact on economic growth, especially in developing countries. Digital transformation is changing the way businesses operate, introducing new business models, facilitating wider market access, and simplifying cross-border transactions (Al-Fayed, 2022). In developing countries, where economic and social challenges are often more acute, the potential impact of digitalisation on economic growth is significant. Advances in digital technology can be a catalyst for economic growth by providing innovative solutions to some of the biggest challenges facing these countries (Smith & Doe, 2021).

One way in which digitalisation contributes to economic growth in developing countries is through increased productivity and operational efficiency. Digital technology enables businesses to automate processes that previously required significant manual time and resources, reducing operational costs and increasing output (Yusuf, 2023). Digital tools such as cloud computing, big data analysis, and artificial intelligence give businesses the ability to process and analyse data on a large scale in ways never before possible,

providing insights that can be used to optimise business operations and strategies (OECD, 2022).

Digitalisation also expands market access and opens up new opportunities for small and medium-sized enterprises (SMEs) in developing countries. E-commerce platforms and social media offer new and broader sales channels, enabling SMEs to reach consumers far beyond their traditional geographical boundaries. This not only helps to increase sales volume but also to encourage diversification of products and services. Furthermore, digitalisation helps to attract foreign direct investment (FDI), as international companies and investors often seek a conducive environment with a strong digital infrastructure (Ahmad, 2019).

In addition, digitalisation also plays an important role in financial inclusion, which is a critical component for economic growth in developing countries. Financial technology (fintech) and digital payment solutions facilitate access to financial services for the unbanked population, including in remote areas. This not only strengthens the local economy by increasing financial participation but also enables individuals and businesses to conduct transactions more efficiently and securely (Karimi, 2021).

However, to fully realise the benefits of digitalisation, developing countries must overcome several challenges. These include building adequate ICT infrastructure, improving the digital skills of their citizens, and creating a policy environment that supports innovation and investment in the technology sector. With a coordinated and comprehensive approach, digitalisation can play a transformative role in driving sustainable economic growth in developing countries, making them more economically and socially inclusive in the global economy (Chukwu, 2023).

Furthermore, digitalisation is changing the landscape of education and skills development, which is critical to long-term economic growth in developing countries. With access to online learning resources and educational platforms, individuals in these countries can acquire skills relevant to the growing digital economy. This not only improves their job prospects but also prepares the educated and skilled workforce needed to drive innovation and economic growth. Digital technology also supports sustainable development efforts by providing solutions to environmental challenges, such as more efficient natural resource management and climate change monitoring (Peters, 2020).

At the community level, digitalisation strengthens civic engagement and democracy. Social media and other communication platforms provide a forum for people to participate in public discussions, influence policy, and mobilise for social change. In the context of developing countries, where access to information may be limited, digitalisation offers an important channel for transparency, accountability, and political participation (Singh & Sharma, 2022).

However, the transition to a digital economy also brings challenges that must be addressed, including cybersecurity risks, data privacy issues, and the digital divide. In response, a strong regulatory framework, investment in cybersecurity, and initiatives to ensure equitable and fair access to digital technologies are needed. Inclusive and strategic

policies must be designed to support the use of technology for the common good, while minimising the associated risks (Gonzalez, 2022).

In conclusion, digitalisation offers enormous potential to drive economic growth and sustainable development in developing countries. By utilising technology to increase productivity, expand access to markets, and promote financial and social inclusion, these countries can accelerate their path to prosperity. However, to fully benefit from the digital revolution, significant investment is needed in digital infrastructure, skills development, and policy making that supports innovation and inclusive economic growth. With a strategic and focused approach, digitalisation can be the key that unlocks the true economic potential of developing countries, bringing them closer to the global economic stage as equal and empowered participants.

## Conclusion

The impact of digitalisation on economic growth in developing countries is that it plays a vital role in spurring economic growth and sustainable development. By facilitating access to information, increasing connectivity, and opening up new market opportunities, digitalisation enables higher operational efficiency, innovation, and economic inclusion. However, to ensure that these benefits are widely felt, strategic and inclusive policies are needed, focusing on developing digital infrastructure, increasing accessibility, and investing in skills development, while also addressing issues such as the digital divide, privacy, and cybersecurity.

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