

Web platform to support entrepreneurs: Technological and educational remedies for training the digital skills of beneficiaries

Natalia BURLACU, Irina BURLAC

Technical University of Moldova, Faculty of Computers, Informatics and Microelectronics,
Chişinău, Republic of Moldova

natalia.burlacu@iis.utm.md, irina.burlac1@iis.utm.md

Abstract: *The situation of micro/small/medium entrepreneurs in the Republic of Moldova, local producers of craft products and services, is marked by a series of difficulties that are close to the problematic situation of representatives of the same guilds in other countries in the region. In this context, the authors propose the development of a modular platform designed to digitalize micro, small, and medium-sized businesses, with the aim of supporting the development of digital skills among local entrepreneurs. The platform is designed to be accessible, specifically tailored for users with limited digital skills. It is expected that this platform will offer integrated solutions for managing online businesses at the level of payment processing and logistics assurance, thus helping entrepreneurs overcome financial and technical constraints. From a scientific point of view, the work is at the intersection of the fields of software product development but also of educational sciences, through its components related to digital education, adult education, and entrepreneurial education from the perspective of the concept of lifelong learning. This work constitutes a conceptual proposal for a web-based platform and includes elements derived from a design study of a software product designed by the authors.*

Keywords: Platform for entrepreneurs, Digital skills, Adult education, Digital marketing.

REFERENCES

- Bolboceanu, A. (2015) Aspecte psihosociale și psihologice ale învățării pe tot parcursul vieții [Psychosocial and psychological aspects of lifelong learning]. *Materialele conferinței "Școala modernă: provocări și oportunități", Chișinău, Moldova, 5-7 noiembrie 2015*. https://ibn.idsi.md/sites/default/files/imag_file/397-402_1.pdf [in Romanian] [Accessed: 3th November 2025].
- Burlacu, N. & Bolocan, A. L. (2025) The digital tool for managing the document submission and receiving process of the state tax service. *Journal of engineering science*. 32(3), 91-103. [https://doi.org/10.52326/jes.utm.2025.32\(3\).08](https://doi.org/10.52326/jes.utm.2025.32(3).08).
- Burlacu, N. (2019) The premises of the digitization policies of the European Union: transposition approaches in the educational system of the Republic of Moldova. *Proceedings of the 14th International Conference of Virtual Learning, ICVL 2019, Bucharest, Romania*. Vol. 14. pp. 126-132.
- Burlacu, N. (2020) Applied Digital Competences in the Innovative Didactic Methods: an overview study. *Conferința Națională de Învățământ Virtual, CNIV 2020, 31 octombrie 2020, Suceava, România*. Vol. 2, pp. 166-172.
- Burlacu, N. (2023) EdTech: concept and connections. *Proceedings of the 12th International Conference Electronics, Communications and Computing, ECCO 2023, Chisinau, Republic of Moldova*. pp. 285-290. <https://doi.org/10.52326/ic-ecco.2022/KBS.01>.
- Constantinescu, M., Caescu, S., Botezatu, F. & Mateescu, L. (2021) Use of Online Marketplaces for Marketing and Management Specialists: A Sustainable Business Model Perspective. *International Journal of Business and Administrative Studies*. 7 (4), 91-101. <https://doi.org/10.20469/ijbas.7.10004-4>.

- Dumitrascu, M. (2017) *Involvement of local products of technological intensity in external fragmentation of production: case of the Republic of Moldova*. <https://europeancraftsalliance.org/wp-content/uploads/2025/01/A-Study-into-the-Resilience-of-the-Craft-Sector-in-Europe.pdf> [Accessed: 11th November 2025].
- Eurydice.eacea.ec.europa.eu. (2025) *Lifelong learning strategy*. <https://eurydice.eacea.ec.europa.eu/eurypedia/greece/lifelong-learning-strategy> [Accessed: 11th November 2025].
- Khomysyak, O. (2024) Video-based learning in the digital age: challenges and opportunities. *Information Technologies and Learning Tools*. 104, 14-30. <https://doi.org/10.33407/itlt.v104i6.5854>.
- Ministerului Educației și Cercetării (MEC) al Republicii Moldova. (2025) *Învățarea pe tot parcursul vieții*. <https://mecc.gov.md/ro/content/invatarea-pe-tot-parcursul-vietii> [Accessed: 11th November 2025].
- Moagi, T., Thomas, P. & Mara, C. (2023) The role of marketplaces in the sustainability of micro enterprises. *Proceedings of the International Business Conference, IBC 2023*.
- Muhamad Adnan, M. H., Fatimah Mohamed, S., Ahmad, N. F., Naqibah Binti Annual, N., Abadi, S. & Husain, N. M. (2023) AI Meets Entrepreneurship: A Framework of Web Platform for Enhancing Skills, Streamlining Finance and Identifying Multiple Intelligence. *2023 International Conference on Disruptive Technologies (ICDT)*. pp. 318-324. <https://doi.org/10.1109/ICDT57929.2023.10150606>.
- Wain, K. (2016) *Philosophy of Lifelong Education*. 259 p. ISBN 0-7099-3675-3.
- Wilson-Menzfeld, G., Gates, J. Moreland, M., Raw, H. & Johnson, A. (2023) Learning digital skills online: empowering older adults through one-to-one, online digital training provision. *Frontiers in Psychology*. 14. <https://doi.org/10.3389/fpsyg.2023.1122277>.
- Wiradinata, T. (2017) Nascent entrepreneurs in e-marketplace: The effect of founders' self-efficacy and personality. *International Journal of Electronic Business*. 13 (2/3), 163-182. <https://doi.org/10.1504/IJEB.2017.10003862>.
- Xhensila, A. (2024) Lifelong Learning. *Interdisciplinary Journal of Research and Development*. 11 (1), 27-32. <https://doi.org/27.10.56345/ijrdv11n105>.
- Zheng, J. & Liang, H. (2025) Virtual Reality Based Career Skills Training Platform for the Future Workforce. *International Theory and Practice in Humanities and Social Sciences*. 2(4), 286–303. <https://doi.org/10.70693/itphss.v2i4.389>.