

DIGITAL SKILLS AND WORK PRODUCTIVITY OF THE COMMERCIAL AREA IN A FINANCIAL ENTITY IN LIMA-PERU

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ABSTRACT

In a highly competent business environment, digital competencies emerge as a crucial component for the advancement of labor productivity in business structures. The objective of this study was to determine the relationship between digital competencies and labor productivity in the commercial area of a financial institution in Lima-Perú. Also, in order to perform a more detailed analysis, the digital competencies variable was broken down into three dimensions: communication, security and problem solving. On the other hand, the labor productivity variable was broken down into three other dimensions: efficiency, effectiveness and adaptability. Within the methodological aspect, the research was conducted with a quantitative approach, with a correlational scope and a transactional non-experimental design was used; the collaborators were 58 advisors from the commercial area of a financial institution in question who were administered a Likert-type questionnaire consisting of 24 items, 12 for each variable for data collection. The results revealed that digital competencies are significantly related to labor productivity, with a Spearman's Rho coefficient of 0.533. In turn, a direct and significant relationship was identified between productivity and problem solving with a Spearman's Rho coefficient of 0.650. However, there is an assessors' gap between productivity and the dimensions: communication and safety with Spearman's coefficients of 0.341 and 0.364 respectively; evidencing the need to refine skill acquisition methods. The essential role of digital competencies in the private sphere is especially highlighted, offering valuable insights to guide future policies and practices.

Keywords: Digital Competencies, Labor Productivity, Effectiveness, Capabilities, Skills.

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