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Laboratory



Microfinancing social businesses in apiculture for sustainability in rural communities (SBEEES)

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Module 3: Digital Technologies and Automation in
Social Business Operations

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Module 3: Digital Technologies and Automation in Social Business Operations

Content

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 - 4.1. Purpose of Technology in Social Businesses
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Module 3: Digital Technologies and Automation in Social Business Operations

Aim

The aim of this module is to provide learners with practical understanding of digital technology principles, the importance of technology in social businesses, and the use of automation procedures in business operations. The module focuses on applying digital and automated solutions to improve efficiency, accountability, and social impact in real workplace settings.

Module 3: Digital Technologies and Automation in Social Business Operations

Learning Outcomes

After completing the module, the participants should be able to:

1. Explain the key principles of digital technologies used in business operations.
2. Describe the significance of digital technologies in supporting the mission, efficiency, and accountability of social businesses.
3. Apply basic digital and automation tools to improve routine business processes.
4. Assess the benefits and challenges of automation in social business operations, including ethical considerations.

4. The significance of technology in social businesses

Technology as a strategic enabler of social impact

Positions technology as central to achieving mission outcomes.

Balancing **mission delivery** and **operational efficiency**

Highlights technology's role in aligning social goals with efficient operations.

4.1. Purpose of Technology in Social Businesses

Supports social impact and sustainability

- Enables organizations to achieve long-term social and financial viability.

Moves beyond a support role

- Shifts technology from an operational tool to a strategic resource.

Enables effective mission delivery

- Strengthens the execution of social objectives.

4.2. The essentials of digital technology

Limited organizational resources

- Helps overcome budgetary and staffing constraints.

High expectations for measurable outcomes

- Supports data collection and performance tracking.

Need to scale impact efficiently

- Allows growth without proportional increases in cost.

4.3. Technology and Operational Efficiency

Reduces costs and manual effort

- Automates processes and minimizes repetitive tasks.

Streamlines service delivery

- Improves speed and consistency of services.

Improves coordination across locations

- Connects geographically dispersed teams.

4.3. Technology and Operational Efficiency

Case Example: Digital Learning Platforms

Deliver training to multiple communities

- Expands access without physical presence.

Ensure consistent content delivery

- Maintains standardized training quality.

Track learner progress digitally

- Enables monitoring and evaluation.

Reduce travel and administrative costs

- Increases cost-effectiveness.

4.4. Transparency and Accountability

Critical for donor-funded organizations

- Builds confidence among funders and partners.

Real-time digital reporting

- Provides timely access to financial and impact data.

Strengthens trust and credibility

- Enhances organizational legitimacy.

4.4. Transparency and Accountability

Case Example: Digital Reporting Systems

Track donations and expenditures

- Ensures accurate financial oversight.

Monitor program outcomes

- Links spending to social impact.

Provide real-time dashboards

- Improves donor engagement and transparency.

4.5. Technology and Stakeholder Engagement

Enables two-way communication

- Encourages dialogue rather than one-way reporting.

Collects beneficiary and partner feedback

- Incorporates stakeholder perspectives.

Improves responsiveness and service quality

- Supports continuous improvement.

4.6. Technology for Impact Measurement

Collects reliable impact data

- Provides evidence of social outcomes.

Supports strategic planning

- Informs long-term decision-making.

Improves reporting to funders

- Strengthens accountability and learning.

Conclusion

- Technology is a strategic asset – Essential for mission-driven organizations.
- Enhances efficiency, transparency, and engagement – Improves overall organizational performance.
- Supports evidence-based decision-making – Enables informed and effective action.
- Prepares learners for practical application – Builds capability to implement digital tools in real settings.