

THE DIGITAL ECONOMY



High Demand Growth

Skills in Software Development and Cloud, Systems and Infrastructure domains are growing in demand as businesses undergo digitalisation and build up their IT networks and infrastructure.



Transferable Skills

More job roles will require skills in E-commerce and Digital Marketing, and AI, Data and Analytics Domains.



>700 Job Roles

Skills in Product Development and Customer Experience Management are required by more than 700 unique job roles, while skills in Big Data Analytics and AI Application to manage data from these platforms are required by more than 700 job roles.

Emerging Domains in the Digital Economy



AI, Data and Analytics

These refer to data-related skills used in tech-lite areas, such as Business Data Analysis and Data Visualisation, and tech-heavy areas, such as AI Application and Data Engineering.



Cloud, Systems and Infrastructure

Skills related to the deployment, administration and improvement of cloud infrastructure, database and 5G networks, such as Systems Integration and Business Continuity skills.



Cyber Security and Risk

Skills related to data and IT management and protection, security and threat management, and incident and recovery management. Data Protection Management and Security Governance are examples of such skills.



Software Development

Technical skills such as Software Application, Interface Development and Customer Experience, for organisations to interface with both consumers and internal staff.



E-commerce and Digital Marketing

Skills related to market research, consumer behaviour insights, product sales and market management, and digital marketing communications, such as E-commerce Management and Customer Behaviour Analysis.



Technology Application and Management

Skills to align technical and operational requirements, such as Internet of Things Application and Radio Frequency Engineering, that help businesses harness emerging technologies to innovate processes and create new revenue channels.

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