



CURRENT CYBERSECURITY RISKS AND DAMAGES ASSOCIATED WITH SMALL AND MEDIUM ENTERPRISES

BREAKTHROUGHS WOULD NOT BE POSSIBLE WITHOUT RESEARCH.

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INTRODUCTION

Personal data drives growth, but securing it is vital to sustain consumer trust in the digital economy.



OBJECTIVE

Our goal is to provide actionable insights for improving SME cybersecurity.

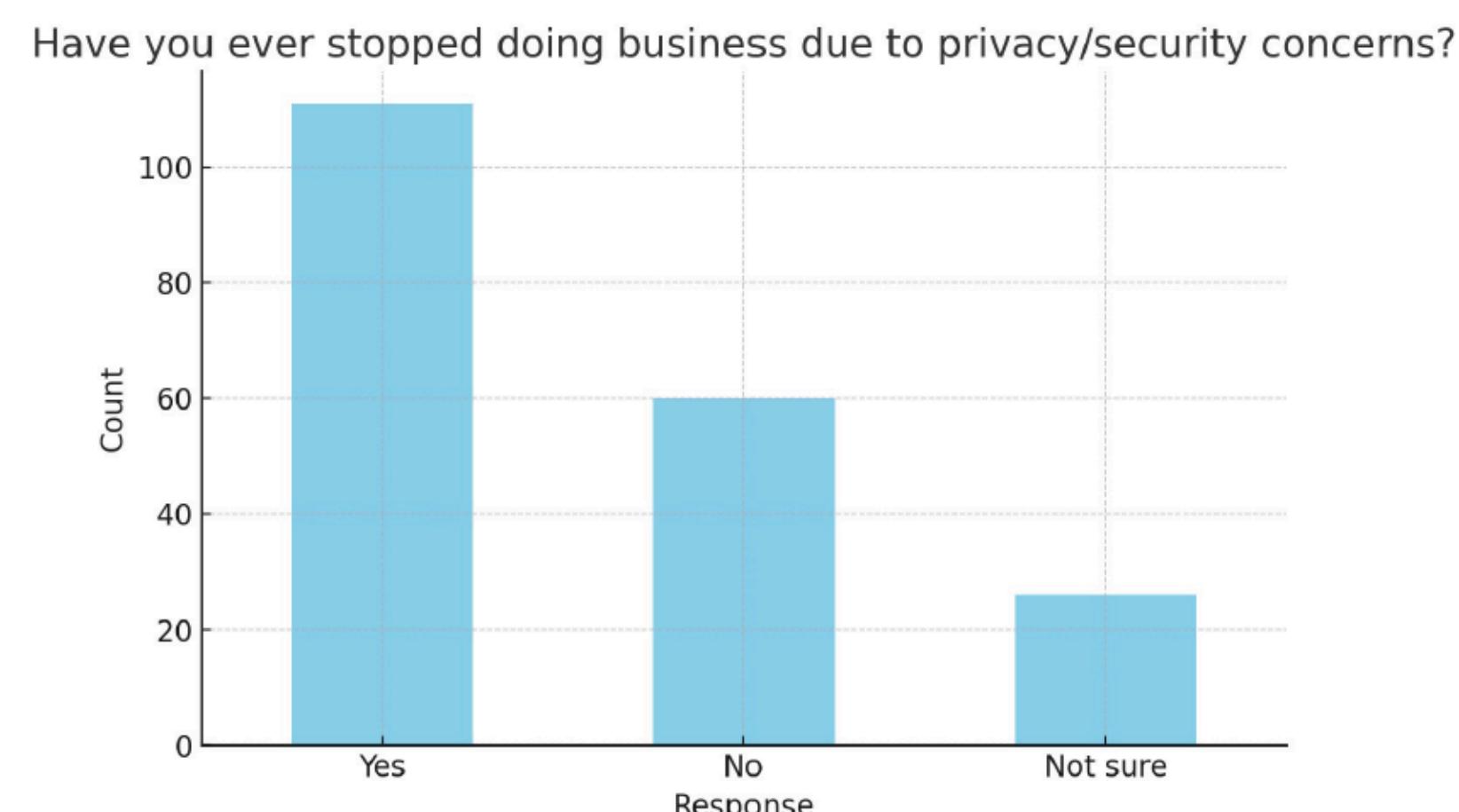
METHODOLOGY

Mixed-methods approach combining survey data and interviews.

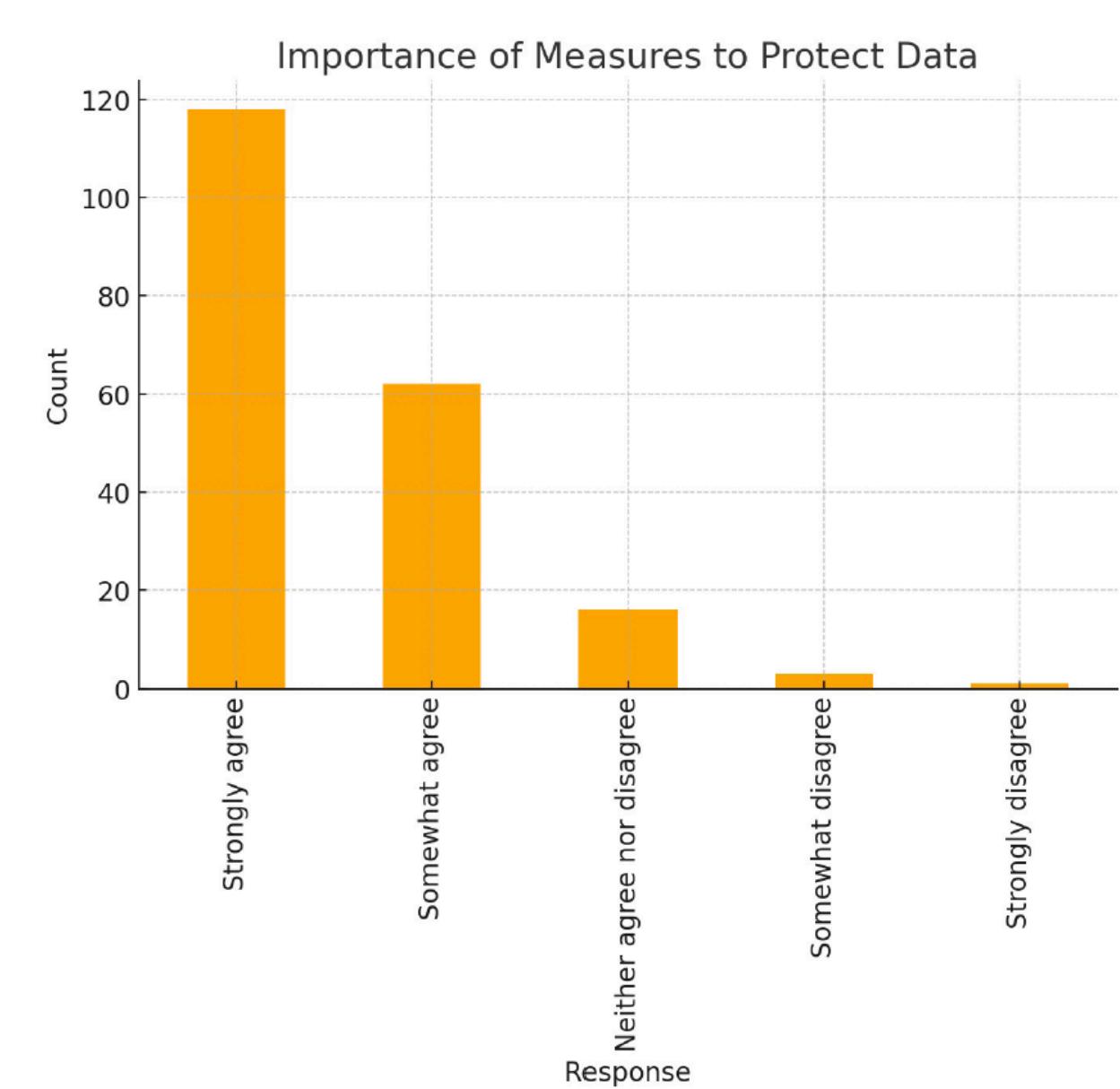
RESULTS/FINDINGS

71% of breach victims would stop business with insecure companies, compared to **43% of non-victims**. This highlights the need for SMEs to strengthen cybersecurity to retain trust.

HIGHLIGHTS OF OUR QUANTITATIVE STUDY



Impact of security concerns



Importance of protection

Over half of respondents stopped business with companies due to security concerns. Additionally, the majority strongly value robust security measures.

CONCLUSION

Strong cybersecurity is essential for SME success, as it builds consumer trust. SMEs should view cybersecurity as a competitive advantage, not just a protective measure.

RECOMMENDATIONS

Transparency, Employee training, Incident Response Protocols, Affordable security solutions