
**STUDIUL PRIVIND COORDONATELE
ANTREPRENORULUI ROMÂN DIN
PERSPECTIVA COMPORTAMENTULUI PRO
DEZVOLTARE DURABILĂ**

**STUDY REGARDING THE COORDINATES OF
THE ROMANIAN ENTREPRENEUR FROM THE
PERSPECTIVE OF THE PRO SUSTAINABLE
DEVELOPMENT BEHAVIOR**

Drd.ec. Georgiana Simona OPREA
Universitatea Tehnică din Cluj-Napoca

Abstract: Corporate social responsibility is a concept that is subsumed to sustainable development. It includes the personal attitude of the enterprise to develop its activities with respect towards the environment and the society within it activates. The purpose of this article is to underline the practices used by entrepreneurs with respect to sustainable development in achieving a sustainable advantage and their classification according to the given answers. The method of boring has been used in this research, and the instrument was a complex questionnaire. The classification of the respondents has been obtained by using logistic regression.

Keyword: sustainable development, logistic regression, entrepreneur.