
RELAȚIA CU PĂRȚILE INTERESATE. STUDIU COMPARATIV ÎNTRE IMM-URILE ROMÂNEȘTI ȘI CELE SUEDEZE

STAKEHOLDER RELATIONSHIP. A COMPARATIVE STUDY BETWEEN ROMANIAN AND SWEDISH SMES

Dr.ing.ec. Mihaela Ancuța MIREA

Prof.dr.ing. Dan CÂNDEA
Universitatea Tehnică din Cluj-Napoca

Abstract: One objective of this paper is to investigate how aware Romanian SMEs are of the importance of stakeholder relationship. We were also interested to conduct a comparative study of the procedures used by Romanian and Swedish SMEs in managing relations with stakeholders and to explore the current state of stakeholder engagement. The firms included in the research were selected randomly from databases provided by the Chamber of Commerce and Industry of Cluj-Napoca and Umeå Universitet, respectively. The group of companies that responded to the questionnaire resulted in a sample that was not statistically significant, but the findings are in tune with results of similar studies. A general conclusion is that more and more SMEs pursue ethical communication with and behave responsibly toward stakeholders.

Keywords: stakeholders, SMEs, stakeholder communication, stakeholder engagement.