

CERCETARE APLICATIVĂ DE MARKETING PRIVIND IMPACTUL FACTORULUI POLITICO-LEGISLATIV ASUPRA UNOR IMM-URI DIN ROMÂNIA

APPLICATIVE MARKETING RESEARCH REGARDING THE IMPACT OF THE POLITICAL- LEGAL FACTOR ON SOME SMES IN ROMANIA

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Abstract: SMEs play an essential role in any economy, either we refer to the national economy or to the European Union's economy and knowing the rules and laws for their establishment, organization and administration represents a strength for any individual of the contemporary society and even more for young entrepreneurs. Being a source of entrepreneurial innovation abilities and of jobs creation, SMEs need once again to be studied from the point of view of their stimulation mode, as well as from their legal regulation point of view. Starting from these considerations, it was intended to determine the necessity and manner in which SMEs from Romania should be supported both through national programs and through legislation favoring their activity. Hence an exploratory research on a sample of small and medium enterprises from the North-West region of the country was conducted.

Keywords: SMEs, governmental laws and programs.