

# INOVAȚIA - FACTOR DE CREȘTERE A COMPETITIVITĂȚII IMM-URILOR ROMÂNEȘTI

## INNOVATION - A FACTOR FOR INCREASING THE COMPETITIVENESS OF ROMANIAN SMES

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**Abstract:** We think we should start from the truth that entrepreneurship and entrepreneurs are the cornerstone of any economy in development and should be done whatever is necessary at all levels to help them succeed. Practice has shown that helping an entrepreneur could create 10 more jobs. Romanian SMEs, in most cases, adopt a behavior able to ensure their business preservation by reducing exposure to investment in innovation. But in the future, innovation is the only solution that could put the Romanian SMEs in a competitive position against foreign companies from all sectors.

**Keywords:** innovative process, entrepreneurship, competitiveness, innovative enterprise