

UN STUDIU ASUPRA REALIZĂRII DE PARTNERIATE ÎNTRE IMM-URI ȘI ONG-URI PENTRU SUSTENABILITATE ÎN AFACERI

A STUDY OF PARTNERING BETWEEN SMES AND NGOS IN SUPPORT OF BUSINESS SUSTAINABILITY

Dr.ing.,ec. Elena-Simina LAKATOS

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

Abstract: The paper presents the results of a questionnaire based research conducted on SMEs in Romania. The objective was to study how to achieve partnerships for CSR projects between SMEs and NGOs that will also contribute to the sustainability of the SME. Another objective was to determine the degree to which those partnerships can foster organizational change in the SME. The research took place between January 2011 and March 2011 and had in view a population of 35,000 Romanian SMEs. A total of 484 completed questionnaires was obtained and processed. Some of the findings of the research are that developing partnerships with NGOs is of little concern for Romanian SMEs and there where partnerships are attempted poor communication is an important impediment.

Keywords: business sustainability, partnerships, SMEs, NGOs, learning organization.