

Title

BUSINESS ENVIRONMENT INDEX IN ROMANIA

Theme proposed by: ASE

Director:

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Purpose:

The Romanian Business Environment Index is an instrument whose objective is to assess the state national economies and the rendering of developments and challenges faced by companies. The results of this assessment tool can be useful for potential investors and for government institutions, responsible for economic policy development and monitoring and for supporting the business environment.

Objectives:

The objectives of the project are to evaluate and illustrate the economic situation at the national level, highlighting the trends and challenges faced by Romanian companies. The project aims to provide a clear insight into the confidence level of the business environment by analyzing seven important pillars: turnover, profitability, investments, workforce, costs, and access to finance, interaction with the authorities and economic development at the national and global level.

Design/Methodology/Approach:

The project team adopted a structured methodology, using a representative sample of firms that reflect the geographical and sectoral diversity of the Romanian economy. The data were collected through questionnaires addressed to company managers and the analysis was based on grouping the information into seven pillars relevant to the business environment. The analysis method used allowed the calculation of a composite index.

Results/originality:

The results of the project provide a relevant and original picture of the expectations and perceptions of Romanian companies regarding economic developments. The index captures the level of confidence in the business environment and highlights the main challenges and opportunities anticipated by companies, thus contributing to a better understanding of the economic climate.

Impact on the society:

The project facilitates the understanding of the national economic context, helping entrepreneurs to make informed decisions and anticipate opportunities and risks in the medium and long term. For government institutions and decision-makers, this tool represents a source of fundamental data for the adjustment of economic policies, encouraging support initiatives adapted to the real needs of companies.