THEORETICAL PREMISE
OF THE OUTSOURCING GROUNDED BUSINESS IN UNITED
EUROPE

PREMIZE TEORETICE ALE AFACERILOR BAZATE PE
OUTSOURCING IN EUROPA UNITA

Marina Luminiţa SÂRBOVAN
„TIBISCUS” UNIVERSITY OF TIMIŞOARA, FACULTY OF ECONOMICS

Abstract:
A company which steps forward in international business may obtain benefits from:
lower operating costs obtained by purchasing raw materials at lower prices from
foreign countries or by manufacturing products in countries that pay low wage, or
acting on less competitive markets. Involving in international business has some
potential disadvantages due to the confrontation with different political, economical,
cultural environments, the increasing of competitors and difficulty of being informed
about them, different political and legal systems. Nevertheless, the profits obtained in an
international environment surpass these unpleasant aspects. The macroeconomic
analysis of the monde-business-environment in connection with the European one
requires the characterization, in a realistic way, of the frame-work, using some synthetic
indicators such as the cost of labor, average incomes per person, the local level of
industrialization and urbanization- which determine the efficiency of investments and
others.

Key words: international business, lower operating costs, efficiency.

JEL Classification: E24