

# THE SMALL BUSINESS IN THE GLOBALIZATION ERA BETWEEN COMPETITIVENESS AND SURVIVAL

## MICILE AFACERI ÎN ERA GLOBALIZĂRII - ÎNTRE COMPETITIVITATE ȘI SUPRAVIEȚUIRE

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### **Abstract:**

*Nowadays world distinguishes through a series of essential aspects of that we were used to for long time. Internationalization is not a anymore privilege of the high companies. Even the small companies involve within international business. The economic globalization makes that global economy to become different, dynamic and pluralistic, fact that brings to enterprises a great variety of changes, all these challenges have created an environment, where the ability of adapting to circumstances in a continuous changing becomes essential and is more probably that small companies to be enough agile on making these changes more fast and more gentle that those higher competitive.*

*This present paper searches for answers for those venturing on develop a business within an era more dominated by high corporations and that, naturally have asked questions as concerns their final aim: performance for competitiveness or performance for survival?*

**Key words:** *developing businesses, small firms, international business, competitive companies, flexible enterprise*

**Jel classification:** *D21, L25, M13, M16,*