

A MACROECONOMIC APPROACH UPON INNOVATION AND COMPETITIVENESS BASED ENTREPRENEURSHIP IN THE EUROPEAN SPACE

O ABORDARE MACROECONOMICĂ A ANTREPRENORIATULUI BAZAT PE INOVAȚIE ȘI COMPETITIVITATE ÎN SPAȚIUL EUROPEAN

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Abstract:

The generally accepted concept of competitiveness is the ability to produce goods and services which meet the test of international markets, while at the same time maintaining high and sustainable levels of income. In the context of global competition many of the competitive advantages of companies are linked to their local environments. Under these conditions one can understand the introduction of the concept of territorial competitiveness and the increasing interest for analyses of regional competitiveness. Territorial competitiveness means to be able to face up the market competition whilst at the same time ensuring environmental, social and cultural sustainability, based on the dual approach of networking and inter-territorial relationships. Innovation and entrepreneurship are considered in European Union (European Union 6th Framework Program for Research and Ministerial Conference for the Protection of Forests in Europe, Vienna Declaration and Resolutions) as increasing economic vector, competitiveness and rural development.

Key words: competitiveness, sustainability, economic vector.

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