
ROMANIAN NEED OF COMPETITIVENESS IN THE PERSPECTIVE OF EUROPEAN INTEGRATION

TODERICIU Ramona

Abstract:

In the perspective of adhesion to the European Union, Romania has to make huge efforts, to produce, to innovate, to study, to develop the higher educational system, to find those niches where it can become competitive at the international level. To be competitive at the beginning at the XXI-st century for Romania it is a vital problem which we all have to give a special attention.

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Although in the past few years have been recorded a remarkable progress, in Romania has been identified a **big competitiveness gap** compared with the developed states in center and west Europe, and the cause of the gaps are found, at the level of all elements that generate the capacity of competitiveness, the specialists say. The results of this gap are found in low productivity and this actually defines the problem of competitiveness in our country.

The main factors that activates upon competitiveness and influence it in a negative way are: the access of the firms to the extremely limited capital, technologies, morally and physically used equipment; low skills in management, the firm's lack of strategies, business infrastructure and the provided services offered to the firms that are at the incipient stage- limited access to the specific consultancy services; the complexity of demand and the low power of buying, scientific research under-financed.

The specialists say about the competitiveness in business that our country is in the third world, very far from the states with high economical competitiveness. In the latest classification fulfilled by the World Economical Forum (WEF) Romania was placed on the 67-th place out of 117. This global study about the competitiveness studies two directions: macro-economical competitiveness and the business environment competitiveness.

Naturally we all ask ourselves the same question, what can we do, and the solution offered by the specialists is as follows: to act with competence over the determinant factors of the product or service as well as at the micro-economical levels and at the **macro-economical level**:

- **Technical factors** – technical characteristics
- **Financial factors** – the price/ payment, the payment conditions
- **Base factors** – associated auxiliary services which bring to the growth of the added value of the product or service (to provide the spare piece, education, consultancy)
- **Sale factors** – time and delivery terms

From this point of view the role of the marketing increased, because in this market economy the client's demands and their reactions is essential.

In the specialized literature you can find many opinions about the competitiveness concept through which the specialists try to explain the organization's position on the market. Otherwise the **competitiveness** is defined as (Competitiveness and expenses):

- ❖ the growth of the products quality combined with the minimum level of expenses.
- ❖ to maintain the quality at the steady level you have as restrictions the growth of the productivity;
- ❖ to reduce the costs of manufacturing the products or to provide the services, the growth of the supplies use, taking into consideration the role of the market research and the clients preferences;
- ❖ growth of the technical and economical performances offered by the producers that are on the market, compared with the other products and similar services, the one that are considered standard;
- ❖ the organization's capacity to win in a competition environment on the internal and external market.

Examining this definition we can maintain **some aspects** as follows:

- every organization has to identify and to satisfy the clients needs in a competition environment;
- competitiveness is the one which determines the organizations to be in a constant competition on the market, where having in view the evolution level and the information level about the contestants this has a certain position on the market;
- the competitiveness is in connection with notions that become complementary: concurrency, competition;
- competitiveness, fulfill two functions: one to evaluate the organization on the market and the other one to direct on different path (quality price, cost, change) of its trajectory in the competition conditions. The specialists sustain that a part of the elements from the definition are the generating factors and start the competitiveness. In the category of the generating factors it is included the demand, the offer, the prices and the products quality or services and between the one that start the internal and the external organizational environment.

On the world level we can see in the present the need to replace the concept according to which the competitiveness is obtained through high quality and low prices and its replacement with a new concept where the act it is shifted towards the factors that deal with the clients identification and their demands; the cognition of the concurrency; the acceptance of change; learning new ways of communication, flexibility in introducing the new.

The specialists appreciate that in the present moment at the international level are forces and elements that encourage and are in favor for the **organization's competitiveness**. The most important of this force are:

- the growth of the countries similarities (similar elements in the infrastructure, in the channels delivery, in the organization's marketing approach);
- the markets of global capital;
- in few countries to drop the tariff obstacle;
- to restructure the technology;
- to integrate the technique and the technology in the organization's actions and the coordination of the complex activity distributed in different geographical areas especially through information.

About the appreciated **elements** which are considered to help have to be mentioned:

- the economical discontinuity noted in many countries from the past few decades;
- the types of competitive traditional advantages erosion as, for example, to assure the quality according to the international standards;
- the existence of the protection forms out of which the tariff one became very important;
- the governmental forms of stimulation through encouraging the potential investors through the government's legislation;
- to emphasize the coalition between the organizations which are looking to combine their forces, to overcome their weakness;

In Romania, beginning with the year 2000 the analyses and the studies about the competitiveness level are more frequent and benefit of the know-how, specialized support and consultancy **from the international institutions like**: World Bank, International Center of commerce from Geneva and others.

So were brought in our **country successful international traditional experience**, market mechanisms and instruments which allowed to analyze and to measure everything that before seemed unmeasurable. The analysis mechanisms: SWOT, Competitiveness diamante, Benchmarking; Balaced Scorecard and others are used frequently in the realized studies and strategies.

Competitiveness defined as being the products and service's capacity to resist the market's test and the result to be the constant growth of productivity and the live standard, we are not allowed to assimilate it with the compared advantages or with the basic elements of the development as:

- the currency (Import/ export);
- access to interesting credits for financing;
- the abundance of the natural resources;

The **big social and economical transformation** generated by: globalization, freedom of commerce, international businesses, and technological revolution make that the problem of competitiveness to become the main problem of surviving for all the Romanian economical and political factors of decision.

It is very important for our country to stop comparing exclusively with ourselves and to start comparing ourselves with the world's movement, with the international competitiveness.

For Romania, to get integrated into the European Union is a great chance, but it is not a guarantee for developing in **the future a higher competitiveness** because many factors that determine the competitiveness are come under the economical agents capacity of restructuring and adopting the future challenges. Competitiveness is the key of the durable development, but it can not be realized from itself it should be planned.

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