

ROMANIAN BUSINESS IN THE EUROPEAN CONTEXT

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Integration into the European Union has caused significant changes in the economic environment of enterprises in our country. New opportunities and chances inaccessible in the previous period are opening, but also new challenges to overcome which is vital for the continuity of their operation. The problem becomes even more sensitive in terms that for many of the managers these companies can be like "their children" in whose creation, functioning and development have contributed and allocated more effort and resources.

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1.Introduction

Romania's entrance in the European Union has imposed and imposes the adoption of measures for the organization of firms to operate efficiently in the single market and, on a wider scale, on a global market. They must enter in the general world movement of deregulation, removal of obstacles for a continental or global trade and to deal with generalized competition. New confrontations arise from the specific economic single market, characterized by free movement of goods and services, people and capital, and joint execution of applied research projects.

Organization and functioning of the common market have created a new economic environment, characterized by a considerable potential of modernization and innovation, by a great wealth and diversity of the compounding countries cultures and by the possibility to achieve beneficial effects of synergy. This new economic environment, political and social, strengthening the priority of competition is conducive to achieving significant increases in productivity and competitiveness of the companies that manage to follow the generalized process of deregulation and remove national barriers.

In this framework, Romanian companies should become enterprises with European vocation and even global and to respond quickly, through a suitable adjustment in front of competitors in these markets. Those enterprises, which through a rapid mobilization are able to acquire new dimensions of European companies, sell their products on a vast market at competitive prices, which contributes directly to a continuous development in terms of profitability.

Companies carrying on an unsatisfactory activity in the internal market are necessary to remodel its business according to new conditions in order to remain on the market, otherwise, in the conditions of generalized competition, being forced to close down.

However, to operate in the new European economic environment, companies must operate quickly appropriate changes, organizational changes, technological and social, which influence their current and future competitiveness.

Achieving the necessary reorganization requires the heads of enterprises to identify and impose measures for change and the employees of these enterprises must understand and contribute to developing and implementing these changes. At the same time, institutions must ensure, through the measures they take, optimal operating conditions of enterprises on international markets, providing an optimal framework for competitive activities.

For an effective functioning on the large international market, it is necessary to cope with the large number of changes, which requires the implementation of top powers linked to the activity modernization and innovation and a relocation of their professional specialization in relation to

new operation conditions. In terms of operation change on the new markets Romanian companies need to adapt very quickly, imposing an increase in activity in this market by adopting a strategy adapted to the dimension of external business affairs. This requires that each company analyze its own situation establishing a strategy compatible with the European or even global market of development and ensure their effective implementation.

To adopt a new external dimension should ensure timely financial and legal structure necessary to operate with increased competitiveness in the European single market. With this, it is necessary to acquire the principles and methods of managing specific to the international activities that would ensure certain competitiveness of its products on new markets.

Effective functioning of Romanian enterprises on the international market also requires the implementation of a good informational system, which among other functions would enable the business monitoring at any time of other competing companies for that, depending on the situation, be able to react promptly or adopt the most appropriate measures, be able to continuously monitor the game of European or global existing or potential competitors.

Romania access to the European Union puts in front of business the knowledge of new rules of the game on the international market in a strong competitive environment. Will hold those businesses that know these rules of the game and take early legal, financial and production structures, to enable them to conduct competitive activities in the new international context in which they operate.

2.The main changes in the economic environment of firms from integrating into the European Union

In order to strengthen the market position and exploiting opportunities for establishing of the single market companies must adopt appropriate measures and strategies that lead to modification of their economic environment.

The measures envisaged for the formation of the single market presents different degrees of difficulty in their implementation, the effects on the economic environment may be felt either in the short term such as harmonization of technical rules, the liberalization of capital movement, the conducting of joint research, either on the medium term, such as taxation approach, harmonization of monetary policies, the establishment of the Community patent and the industrial protection, either on the long term for example, the single currency in all countries, harmonization of the VAT, opening in considerable proportion of public markets, harmonization of the European social law.

In this context, the major changes envisaged in the economic environment of business aims the economic structures field, the field of economic legislation, the field of economic exchanges, financial resources and costs, tax burdens and administrative regulations, science and technology, environmental protection.

Regarding economic structures are operated transformations that aim closeness of consumer goods needs of member countries, near the national media and social tax, expanding operations at European level in terms of strategic alliances, partnerships, acquisitions and mergers of businesses.

In the field of economic legislation seeks deregulation of business, such as removing obstacles to the creation and development mind enterprises, especially EMU, and providing the legal framework for the establishment at Community Groups European Economic Interest, which facilitates cooperation between enterprises in order to achieve some joint projects in the areas of sales, research, production, projects financed by the European Investment Bank.

Field of economic exchanges is marked by the emergence of new trade flows between countries and European Union members, especially between small and medium enterprises as a result of reducing the formalities and reduces customs costs at the borders. It also shows increasing flows of capital between member countries, strengthening competition and widespread, extending from

the location of industries in different European Union countries, and thus closer to customers as a result of eliminating tax barriers, technical, legal and free provision of development services as a result of the possibility of undertaking, and every citizen to borrow from banks or call the security systems in any country in the European Union.

Amendments to the financial resources and cost concerns the possibility of obtaining new business finance lower cost, for example, loans and insurance cheaper and lowering costs of trade formalities.

Burdens and administrative regulations shall be amended to reduce the tax burden due deregulation business activities and enhancing competition, lowering the level of indirect taxes as a result, in particular the harmonization of tax sites.

Changes in science and technology are addressed in particular the development of cooperation between countries in research-development efforts to focus on strategic industries (such as electronics, informatics, and biotechnology).

Social change that is affected aiming to increase social întrepătrunderii the community as a result of free movement of people, mutual recognition of diplomas and qualifications, even if for a certain period of time are foresee maintaining cultural barriers, legal or nationalist nature. It wants to develop programs to improve working conditions and promoting measures to increase employment protection legislation and improve the member countries: pay, during working time, overtime, annual leave, conditions of employment and licensing, retirement etc.

Changes in environmental regulations aimed at the harmonization of member countries on the prevention of environmental degradation and tempered the obligations in this regard. The most significant changes that they cause is addressed to the single market competition, in both suppliers and the customers. Thus, the intensity of competition increases especially in industrial sectors, and particularly if the food industry, automobile, telecommunications, pharmaceutical, textile, usually high-tech industries become more vulnerable as a result of eliminating non-tariff barriers of entry.

In many fields, in addition to increased competition between the old producer, add and impact on market entry of new competitors, which leads ultimately take changes in customer behavior and also change their profile, if providers cooperation and service as a result of industrial restructuring. In this context, companies have to set focus more on clients than on the behavior of producers of competing, becoming a key requirement of the industry changes and their effects on the structure and behavior of customers buying them.

Intensifying competition may generate a number of effects on the industrial structures of the European Union, such as the disappearance of a number of companies will not be able to adapt to new conditions in order to be competitive; relocation of certain production units of firms in geographical areas characterized by productivity and high production costs lower, by buying companies with aggressive marketing "of the European Union outside of businesses located within its capacity to strengthen the marketing or production target markets, and they propose to entering or acquiring technology rated as important, the purchase of small businesses, although that is in a competitive disadvantage are sufficiently attractive to businesses of greater scale, making acquisitions and mergers to integrate vertically so that can be controlled both upstream and downstream of the manufacturing process, processing of mergers and joint ventures to strengthen the power and therefore the position with regard to increasing capacity, collaboration on the distribution and research - development. These potential changes will affect the structures of industrial conditions in which competition will take place, thus becoming essential to provide risk managers that they cause changes and their impact on their businesses.

3.Implications of access to European market for Romanian

Because companies in our country to work and develop in terms of current economic environment, their managers must have a good knowledge of the European single market. Firstly,

a very important aspect is that the market has an important economic potential, which can be exploited to better the country fails to resolve a number of issues that affect businesses, problems can be grouped into two categories, namely those of horizontal and vertical nature. Category of problems that returns to horizontal resolution of the Romanian state has a direct impact on all sectors of activity, while the problems are with vertical-specific business sector and businesses within them. Between the two categories of problems are closely related because, while the horizontal nature of problem solving to ensure the macroeconomic level to ensure a smooth and effective employment in the organization and functioning of the common market in Romania, the problems of vertical as their resolve issues specific to various sectors and undertakings arising from the application of principles and data solutions to general problems.

Among issues of horizontal nature, common to all sectors of activity, are part of the tax on the public markets, those with social problems in the financial and legal rules relating to the Community to scientific research and patent law .

Issues of tax shall as a result of differences between the fees that reflect national fiscal policies in Romania and those that have been harmonized within the European Community, in particular VAT and excise duties. These problems must be dealt with very carefully, since bringing them to the average level of the European Union may cause a significant change of the budgetary revenues, then the differences need to be covered from other resources available.

Troubleshooting on opening their markets to allow all EU countries in terms of existing competition. Solving these problems optimally is hampered by the existence of enterprises of national interest, protected under one form or another by state enterprises without state support, not face competition in the common market will be forced to close its doors unless manage a rapidly growing competitiveness in the Community.

Problems with financial and legal to be resolved relates in particular to those relating to freedom of movement of capital and services on the legal status of companies, taking into account the constraints arising from national here, particularly under the balance of payments.

One category of problems affecting large enterprises is that relating to adoption and compliance with a set of rules concerning the conditions to be met by the products, works or services performed by different companies to be accepted in all countries of the Community. This involves the removal of existing protectionism masked some national policies and harmonization of national rules regulating the community.

Solving the optimal problem of horizontal effect and has direct influence on issues of vertical features leading to the private sectors of activity and businesses. The incidence and influence of the regulations adopted by dealing with the horizontal is greater or less in relation to particular business sectors and enterprises. Thus, for example, there are a number of sectors operating in an environment governed by the national character, such as, for example, food production enterprises, the construction, transport, insurance etc. which in terms of adapting these rules to the requirements of the Romanian market, will have to be made by agreement with the existing organization and functioning, consistent with those of the European Union. Of course, there are sectors less sensitive to changes that will take place that will quickly resolve problems which amounts compared with other more sensitive in this report, such as, for example, those with financial.

Overall, dealing with the horizontal nature of the Romanian state should be done very carefully to ensure harmonization with the necessary regulations in the European Community, but to create difficulties in the competition, by applying their difentele sectors. Given that some of Romania recorded a deficit of performance in comparison with the common market, it is necessary that the national economy to be taken in the economic, to create a favorable environment and revitalization dinamizării activities to face competition that will face them on the European market.

In adopting these measures and in dealing with the horizontal, the Romanian state should take into account that competition in the common market is not only at the level but also at the level of national economies, imposing the analysis with the greatest risk of the impact they can produce, without falling into dirigisme and damaging protectionism.

Businesses, in turn, should make for their measures to be applied in dealing with horizontal nature of the state, applying the program of restructuring and upgrading, and using advanced methods and techniques in relation to their requirements on a competitive market and competitive.

Decisions that managers take in connection with the operation of firms in the economic, must be in particular the following: product demand and conditions for achieving competitiveness, finance company business model and organization of the company.

As regards the application of products and conditions for achieving competitiveness managers must constinetizeze that feature is the location of its European markets in a permanent state of imbalance between demand and supply, a situation amplified by the race for new products with a life expectancy becomes shorter and must be supplied in versions increasing number, which requires a distinction more pronounced production processes. European market saturation factor reinforces the importance of "fashion" in the new sectors of industry (such as electronics equipment, furniture), which before were not influenced by this factor and reducing the level of resources and higher prices for certain raw materials that make processing the number of meals they can not be sustained economically, imposing either the relocation of certain industries, or shift towards the manufacture more value added. In this context, the EU strategy can not be other than the performance of successive transitions, which means creating new products with strong technological content and operation of rapid technological advance stages before the saturation and decline of the life-cycle products.

Regarding the financing of business enterprise, a crucial element of the funding is to maintain the interest rate on long-term at a higher level than the inflation recorded as a result of monetary policies of the Member and ensure a global balance between the coins. In this context, it must opt for funding in real terms and take the practice to waive the use of loans, which would be repaid in the long term in terms of high inflation. Currently, the debt much more expensive one (in the positive rates of interest) whereas under high pressures to reduce cash-flow needs. Another source of funding is the exchange, but not all companies qualify to participate in it and of those participating, only a small proportion may benefit from the advantages in terms of their size and prestige. In this context, the company, its financial independence depends on the speed with which they are obtained the necessary financial resources (especially domestic) and decisions are taken regarding the establishment of profitable and unprofitable products, dispense with the latter to finance the mission strategic.

The model of the organization must adapt to current conditions in the economy should be given importance to both business flexibility as a result of saturation of demand and continued diversification of the demands of beneficiaries, and promoting technical progress, which presupposes the existence of hand high qualified.

The complexity of management increases the need for broadening the range of products and accelerate the renewal of its high degree of uncertainty regarding the accuracy of the information and the reaction of markets and increasing volume of information. In this context, particular importance shall submit a waiver to the movement of information on vertical and hierarchical ladder adoption model horizontal movement to facilitate timely resolution of various problems arising from the emphasis of competition.

4. Conclusions

Integration into the European Union is and will continue to be a major challenge for companies in our country, challenge that succeeds the post December one, when he moved from planned

economy to market economy and would lead to a maturation process for many of them as regards the operation in the new European context.

New mutations of the economic environment, with direct influence on business, require them to have well formed and more informed personnel, human skills becoming very important, the use of electronic equipment requiring lifting personnel qualification and adoption of other management.

Success depends largely on the one hand the implementation of measures provided by management, training and ability to convince the staff on the implementation of new strategies, the intuition, experience and skills of their leaders innovative spirit and creative, the build a culture of top business, generating economic performance, all designed to achieve adequate economic performance, on the other hand, waiving the previous mentalities and outdated.

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