ASPECTS OF CONTEMPORARY COMPETITIVE ECONOMIES

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According to the United Nations Conference on Trade and Development, the competitiveness of economies is "the ability of a nation, in terms of free and loyal competition, to produce and sell on the international market goods and services that meet global market requirements and also to spores or maintain the pace of domestic economic growth."Global position in Romania's competitiveness ranking in 2007 was 74 compared to 67 in 2005. The finish was not absolutely prosus a worsening of competitiveness, but in a relatively, in comparison with other countries we pierduc several positions. The paper explores the main issues related to national competitiveness and economic factors that may influence productivity in the 2 levels.
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Competitiveness has become now the prime concerns in order for the economic policies of each country, because no one country can not exist in isolation, should participate in globaltrade.
In these conditions the competitiveness of each economy is viewed from two angles:
- Externally-on - the ability of each national economy to produce goods that have search on the foreign market.
- On the domestic-domestic customers prefer to consume local goods in the imported ones. A competitive product, regardless of country of origin should therefore equally satisfy the requirements of consumers, foreign and domestic.

There is a close link between productivity and competitiveness. Productivity end of the wage and productivity level of capital profits.
We analyze the competitiveness level microeconomic and macroeconomic mezoeconomic. According to the theory of M. Porter (The "diamond") at the micro level competitiveness is influenced mainly by the following factors: competition between bidders in the market, the threat of new competitors, threat of substitutable products, the tenderers for negotiation of power purchase (negoceire) of applicants.
In general, these forces manifest and mezoeconomic at the macroeconomic and they influence the economic environment in which the business and I work, determine the profitability of the branch (through the prices, costs, investments). An increasing role in the economic environment il government policies, the creation of regional clusters in different areas, to help bidders on a particular market.
At the macroeconomic level competition becomes much more complex, because the ultimate aim at the country is on the penetration of new markets, or (at least) maintain existing positions, which in current conditions of competition that occurs worldwide is not just easy.
At the national level, increase competitiveness after he areage growth and consequently improve the standard of living of the population.
National competitiveness is often considered an economic power that drives the long term, to increase employment and increase domestic economic welfare of the population.
Link esntiala is to increase the competitiveness-increasing export performance at regional and global levels.
Competitiveness and microeconomic level mezoeconomic is mainly supply-side and refer to the price competitiveness and by the quality.
Competitiveness of a sector combines quantitative aspects (the prices of investments), the qualitative aspects (management, brand, innovation).

Competitiveness at the macroeconomic level, but differs substantially from the first two, it is usually assessed through a mix of that. One of the most popular at present, assessment tools / monitoring of competitiveness is used by the World Economic Forum.
Until 2005, the competitiveness of countries was followed by the WEF (World Economic Indices by two indices - GCI (Growth Competitiveness Index) and M / B (Micro / Business Competitiveness Index). In calculating competitiveness play an important labor efficiency, labor market flexibility.
Global competitiveness factors are involved in 9 groups. Institutions, infrastructure, Macroeconomics, health, higher education and qualifications; eficiency market, the technological training, the complexity of business, innovation.
The importance of these factors is not identical but it differs from one country to another, from one period to another due to different levels of development. As a result, the share
in the final outcome in a given time, is different from one country to another, from one group another.
Table 1
European Union countries by stage of development

Stage I	**StageII**	Transition from stage II to stage III	**Stage III**
-	Bulgaria	Cehia	Austria
	Lituania	Estonia	Belgja
	Letvia	Hungary	Cyprus
	Poland	Malta	Danemark
	Romania	Slovacia	Finland
			France
			Germany
			Grecce
			Ireland
			Italy
			Luxembourg
			United Kingdom
			Holand
			Portugal
			Slovenia
			Spain
			Sweden

Source: processing the data from World Economic Forum Global Competitiveness -2007

Depending on factors contributing to productivity in the WEF report identified 3 stages in which there are countries, namely:
Stage I: Competitiveness is determined by the factors of production-driven factor (unskilled labor or low-skilled, natural resources).
The economy is particularly competitive because of lower prices, the products are less complex. Also, it is assumed that there are basic conditions (institutions, economic infrastructure, health).
Stage II: competitiveness factors related to efficiency - efficiency-driven - has resulted in products of better quality. Terms of competitiveness related to continuing education and training and the ability to get the benefits of modern technologies.
Stage III; competitiveness based on innovation - innovation-driven is the new products obtained through complex manufacturing processes).

Overall Competitiveness Index (IGC) shows the performance gap between Romania and the EU-27, the total or average.

Table 2. Convergence of Romania in terms of increasing competitiveness with the EU (2007)

		Romania	UE-27	Minimum UE-27	Maximum UE-27
	IGC	3,97	4,89	Bulgaria 3,93	Denmark 5,55
Sources of the base		3,44	4,59	Bulgaria 3,22	Finland 6,16
	Institutions	2,57	5,13	Romania 2.57	Germania 6.65
	Stability macroeconomic	4,64	4,99	Ungaria 4,22	Finland 5,87
	Health and primary education	5,62	5.38	Bulgaria 5,57	Finland 6.58
The sources of productivity	Growth Education	4,14	5,18	Bulgaria 3,99	Finland 6,01
	Efficient markets	4,04	4,90	Bulgaria 3,89	Denmark 5,43
	Technology	3,29	4,94	Bulgaria 3,11	Netherlands 5,65
Capacity for deinovare innovation		3,09	4,56	Bulgaria 2,96	Finland 5,67

Source: Processing the data from World Economic Forum Global Competitiveness -2007

The Global Competitiveness Index for Romania, in 2004 was 3.68, decreased in 2005 (3.67), increased again in 2007 (3.97). In these conditions we place 67 worldwide in 2005, instead of 68 in 2006 and 74 in 2007.

In our country the main problems arise in connection with quality precarious business environment, reduced access to technology, low capacity and innovation economy. In the year 2006 (Report 2007), all economies in South Eastern Europe, making exceptions only Croatia and Turkey, have become less competitive compared to 2006. In conclusion -competitiveness of an economy depends on the degree of development and it is based on the primary sources (institutions, infrastructure, stability, primary education) - increasing the efficiency (higher education, continuing professional training, the technological level and innovation capability

About the relationship of economic growth-competitiveness-can assert that the policy of economic growth of our country should be included in the European model. Entering the EU does not guarantee the improvement of economic performance of countries but must be created by certain macroeconomic conditions related to: hob investment (especially FDI) make an efficient industrial sector, a development financial sector, a level comparable productivity and income with the old EU member countries.

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