

## **Profile of Potential Participants at the Business Environment in Four Development Regions of Romania**

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### **SUMMARY**

Once a person decides to turn into an entrepreneur depends on the fulfillment of four characteristic variables: the variable situation, psychological, sociological and economic variables. Thus it is necessary to study not only the social but also environmental, economic and business as they manifest themselves, to estimate the current situation of those four variables offers the chance to transform a person into an entrepreneur, but especially to discover best levers and instruments that can trigger this process successfully. On the basis of shaping profile of potential participants at business development has been the study conducted in 18 urban settlements with fewer than 50,000 residents in four counties (Arges, Bistrita-Nasaud, Mures and Suceava). The target group was represented by employees, people who want to start an independent business and management of enterprises, especially SMEs and micro enterprises. Elements considered important for shaping the profile of potential participants in the business environment were age, education level of respectively target group. Since the economic environment in Romania is mainly focused in terms of number of business units, the SMEs, especially micro enterprises, it was necessary to determine the structure of the target group based on the number of employees within which the company / respondents worked last time. This is particularly so as it is significantly more involved in rural entrepreneurship easier in this category of operators of SME and micro-enterprises in particular, given that it requires, in general, lower investment. Shaping the profile of those who could participate in business development in the four regions studied, it was necessary bearing in mind that each community has specific features that determine its defining characteristics in relation to others, including the geographical environment, social environment, history and of course, the economic environment.

**Keywords:** business environment, entrepreneurs, category of membership

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