



ROMANIA: ENTREPRENEURIAL VALUES AND SUSTAINABILITY

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Abstract

The article discusses the findings on dominant entrepreneurial values and their relevance for sustainable development as resulted from a more extended research effort on entrepreneurial capacity in Romania. The fieldwork was conducted in four Romanian Development Regions, North-East, North-West, West and Center, targeting successful entrepreneurs and people whom declared their intentions to become entrepreneurs. The results show that values related to change towards sustainable development, such as ecology/sustainable development, initiative, risk taking, flexibility, challenge, inspiring and mobilizing others, courage, and innovation rated low against positive, but more general developmental values such as honesty, professionalism, quality, and orientation toward customers. Although limited in terms of the target population, the results clearly demonstrate a low degree of preoccupation towards change focused on sustainable development of a target group that, by definition, should be its driving force.

Key words: entrepreneur, entrepreneurial capacity, entrepreneurial values, sustainable development

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