

COMPETITIVENESS – A MICROECONOMICS UNIT GENERATING ADDED VALUE WITHIN STRATEGY 2014-2020

Susana GEANGALĂU¹

1. Introduction

Beginning with the issue of the Autumn Scientific Session of the Romanian Academy of Scientists, we consider the renaissance and the economic, social and cultural development of our country can be achieved only by applying the Competitiveness Operational Programme (COP) that is in accordance with the strategy of intelligent growth, sustainable and convenient to the territorial inclusion and cohesion through 2014-2020. This context also includes the National Reform Programme (NRP) 2015 for the same period.

The Association ECOFOREST of Neamț is, thus willing to promote the microeconomics competitiveness, a sine-qua-non condition to the economic, scientific, technical and social progress of the Neamț County and of the entire country.

The present work contains four chapters:

Chapter 1 Solution for the economic, cultural and scientific renaissance suggested by the famous American economist of Romanian origin, Anghel Rugină

This chapter approaches the microeconomics combined with the macroeconomics, meaning an ex-ante promotion based on an equilibrium policy, such as Anghel Rugină mentioned at the Seminary organized by the General Association of Economists of Romania, Subsidiary of Neamț County, in August 1993. In this respect, our work doesn't go thoroughly into the reform framework, which overtakes the microeconomics frame, as Anghel Rugină proposed. We only point out the equation $S = A + P$ regarding the strategies the local communities elaborate even for 2014-2020, which, applied in accordance with $S =$ solutions suggested by the author may contribute to the added value growth.

Chapter 2 Value of net production – microeconomic standard of the economical – social progress

This chapter emphasizes the necessity to include the net production index, the very added value - the newly created value, as well as the good production index among the economic - financial indices (1978). In these circumstances there

¹ PhD economist – President of Association ECOFOREST Neamț, permanent member of the Romanian Academy of Scientists, phone no. +40745/528979, e-mail: ecoforestnt@yahoo.com.

have been determined the elements of the newly created value structure and there have been established the connections of the newly created value with a set of indices that are conditional on each other. The strategies and the development plans for 2014-2020 put a special stress on the global supply chains for added value, according to the Porter pattern, which we also insisted on this paper. We have reported out of this domain an example of value chain to make the added value increase through the Strategy drawn up by ECOFOREST Association of Neamt for Pastraveni village, Neamt.

Chapter 3 European and international added value through programmes/projects, long term support for NGOs development

We have detailed along this chapter the contribution of the added value through programmes/projects financed by the European Union and funds raised by some U.S organizations globalization. They have played part altogether in NGOs establishment in the whole country, numbering now 762 NGOs in Neamt County and 59.000 NGOs in Romania, that have been bringing increased added value. By improving the NGOs professional competitiveness in drawing up and implementing programmes/projects financed with The Human Capital Operations Programme (HCOP), they will contribute to the added value growth. Following this goal, we have designed an innovative method adapted to the evaluation competitiveness improvement of project proposal on the basis of the comparison method applied to the evaluation criteria within a project. It is an easy method that confronts two components, resources to achieve a valid result.

Chapter 4 Scientific research, the main intelligent force in the economic, social and cultural renaissance and development on microeconomics

The paper reveals the main results obtained by ECOFOREST Association of Neamt during the 18 years of activity, which have been validated by the communities of Neamt county of North-West region and of the country. Nevertheless, we have not succeeded in developing plenty of collaborations with economic agents or in challenging the NGOs from our county into research-development activities horizontally and vertically, even if there is an invaluable prospective potential for the economic, social and cultural renewal and development of Romania, inadequately capitalized. Research - Development and Innovation National Strategy (RDINS) 2014-2020 and Competitiveness Operational Programme (COP) are significant to support business and competitiveness, side by side with other policies and related sectors. At the end of the chapter we have mentioned our association proposals of research through the European Union programmes. Further on there are being detailed the four chapters of the work.