

ANALYSIS OF PROVIDERS' BEHAVIOR IN THE PUBLIC PROCUREMENT MARKET

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Abstract:

Public procurement is seen as an important component of fulfilling government policy objectives and its primary purpose of providing goods and services in a timely, cost-effective, and efficient manner. Public procurement can play a pivotal role in raising the productivity level of the economy, increasing the efficiency of public sectors, and increasing public confidence in public institutions. This study aims at exploring the actions taken by companies when they decide to offer products on the public procurement market in Romania. A quantitative marketing research was conducted using an opinion poll survey, with the database being created through a questionnaire completed by representatives of companies active on this market. The results reveal that the most successful actions are performing a thorough analysis of the requests published on the public electronic procurement system in Romania, the appropriate completion of the documentation, as well as ensuring a full compliance with the conditions specified by the contracting authority. These findings have provided us with guidance in establishing the hypotheses and objectives of a future quantitative research on the analysed topic.

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