

# ***VALORIZING ENTREPRENEURIAL POTENTIAL OF THE CENTRAL REGION - PARTNERSHIP BETWEEN UNIVERSITY AND BUSINESS ENVIRONMENT AS SUPPORTING ELEMENT OF THE ENTREPRENEURIAL CULTURE***

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## ***Abstract:***

*The core of the economic growth is the nation entrepreneurial potential and its force of creation and qualities. The enthusiasm and imagination of the entrepreneurs that are capable of accomplishing their dreams is the key element that leads a business to success becoming in this way model of success for the future generations. Building the reliance between desire and reality, beginner entrepreneurs have to rely on solid basis such as business plan well elaborated, good practices and IT instruments. Once established and adopted these elements, entrepreneurs and managers can apply their own abilities in increasing a business and lead it towards success. So, leader entrepreneurs build success companies that are generating economic changes and create working places but they are contributing to the improvement of their communities. Dynamic, flexibility, innovation spirit, orientation capacity towards the clients need or the quick reaction in market adaption represents the definitely characteristics of these companies. Although the small and medium enterprises sector is one of the most affected by the effects of the economic crisis, present situation can be considered as an opportunity for small and medium companies in identifying and quick response to the market changes in finding flexible and innovative ways of developing activities.*

***Keywords:*** *entrepreneurial potential, partnership, entrepreneurial culture*

***JEL codes::*** *A10, O10*