

A P.E.S.T. ANALYSE OF THE MARKETING ENVIRONMENT OF THE ROMANIAN SME SECTOR DURING THE LAST FINANCIAL CRISIS YEARS

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Abstract:

The health of an economy depends, no doubt, by the dynamic of SME sector and their level success on the domestic and international markets. Our work aims a PESTLE analysis of the Romanian SME sector after 2008 year when they were felt the effects of the global financial crisis and to emphasize the powerful adaptive management process continues to change the demand and to identify, also, the effective tactics to the companies level to reduce the negative impacts and threats because of the macroeconomic context of today, less favorable to SME of Romania. The reflection will bring the possible macroeconomic and sectorial consequences in terms for the economy of Romania in the coming years and the measures that must be take in place to mitigate these consequences of the Romanian SME sector which represents 96% of the Romanian economy.

Keywords: *marketing environment turbulence, financial crisis, macroeconomic consequences, Romanian SME sector dynamic, sector attractiveness*

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