

THE INTERNATIONAL BUSINESS ENVIRONMENT AND THE ISSUE OF RISKS FOR INTERNATIONAL BUSINESSES

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Abstract:

The business environment within commercial transactions are realized is highly dynamic and in continuous transformation, firms being under its scope of impact. The knowledge, understanding and analyses of the business environment, it's anatomy and functioning mechanism represents the starting-point in identifying opportunities and threats, necessary to decision making, process carrying the mark of three situations in which the decedents may found themselves: decisions taken in certainty conditions, decisions taken in uncertainty conditions, decisions taken in risk conditions. The process of decision, in internal and mainly international transactions must be approached at two levels: at macroeconomic level, as result of a multitude of political and economical interdependencies, decisional act being confronted with country level risk, and at microeconomic level in order to adopt decisions interfered by firm level specific risk.

Keywords: *international business environment, certainty, uncertainty, risk*

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