

IMPLICAȚIILE GLOBALIZĂRII ASUPRA COMERȚULUI ȘI CONSUMATORULUI DIN ROMÂNIA

THE INFLUENCE OF GLOBALIZATION ON THE ROMANIAN MARKET AND CONSUMER

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Abstract: Globalization has become a key word in almost every major economic debate. There are a lot of factors that give globalization a dynamic character: production internationalization and the distribution of big trans-national companies, accelerated liberalization of transactional trade, accelerated liberalization of commercial trades, growth in the service sector, rapid technological progress. Globalization should be perceived as an irreversible reality, and every country that thoroughly plans its future must sooner or later confront it. Not adapting to the new environment of globalization would mean missing opportunities and becoming exposed to the risk of losing current positions and market segments.

Keywords: globalization, trade, global, worldwide markets