

ANALIZA CRITICĂ PRIVIND BAZA CREȘTERII DURABILE PENTRU IMM-URI ÎN ANII CRIZEI ȘI ÎN AFACEREA POST-CRIZĂ ÎN UE. GHID PRACTIC PENTRU MODELAREA STRATEGIEI DE CREȘTERE A IMM-URILOR

CRITICAL ANALYSIS REGARDING THE BASIS OF THE SUSTAINABLE GROWTH FOR SMES IN THE AGE OF CRISIS AND IN THE POST-CRISIS BUSINESS IN EU. PRACTICAL GUIDELINES TO MODEL THE SMES GROWTH STRATEGY

Drd.eng. Carlo COLOMBA

Infor Elea, Smart Business Academy, Italy and
„Lucian Blaga” University of Sibiu, Romania

Prof.dr. Giacomo BÜCHI

University of Torino, Italy

Prof.dr.ing. Ioan Achim MOISE

„Lucian Blaga” University of Sibiu, Romania

Abstract: The critical role played by SMEs in our society and the reflection of their value generated in the economy requires the elaboration and implementation of an accurate business model to improve SMEs performances toward a path of sustainable and incremental growth. Based on current state of business management, in this research it has been investigated, throughout a survey analysis and a case study approach, which have been the main factors allowing Italian SMEs to growth in the post-crisis period. It will be proposed a conceptual model as “Good Practice Guide for Modeling SME Growth Strategy” that might help to create the right mixture of strategy, entrepreneurial mindset and a values-based internal system to align corporate assets and business processes within the environmental potential and coercive market forces.

Keywords: SME, EU, sustainabile growth, guideline