

PERCEPȚIA ROLULUI CAMERELOR DE COMERȚ ÎN ECONOMIE ȘI SOCIETATE

PERCEPTION ABOUT THE CHAMBER'S OF COMMERCE ROLE IN ECONOMY AND SOCIETY

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Abstract: The Chamber of Commerce's key role is to support businesses develop in a socially and economically friendly environment. Due to a lack of publicity of its services and the introduction of many tools that provide easier means to grow a business, the Romanian Chamber of Commerce is in a neutral zone. For the companies it is easier to see what role does the Chamber of Commerce play, but in order to understand this system we have to start from its core, the decision factor in the Chamber of Commerce- the Presidents. By realising an interview with 6 of 42 presidents we offer an original view that helps us understand the benefits that the chamber can provide, but also to see if the system is in correlation with the reality of the economic environment.

Keywords: interview, SWOT Analysis, Chamber of Commerce, president