

Proceedings of the 10th International Conference INVESTMENTS AND ECONOMIC RECOVERY,
26 – 28 May, 2011, Bucharest, ROMANIA

COMPETITION – AN IMPORTANT FACTOR FOR DEVELOPMENT AND REGULATION OF THE ECONOMY OF REPUBLIC MOLDOVA

Tatiana TROFIMOV

Academy of Economic Studies of Moldavia, Moldavia,
E-mail tatianatrofimov@yahoo.fr

ABSTRACT

Under the influence of regional and international economic changes competition has reaffirmed its role as a decisive regulating force of the market economy. Increased competition leads to enhancement of productivity and competitiveness processes, to cost and price reduction, to the intensification of innovation and R&D. All these form a whole, an overall requiring an analysis, an assessment, and a synthesis of the existing competitive environment. One of the most recent strategic objectives of the Republic of Moldova has become the integration into the European Union, which implies creating a normal, viable competitive environment, capable of serving market economy. Regional integration enables some internal levers, through which a more efficient economy is reached, obtained through extension and increase of the competition mechanism produced on a regional scale.

KEYWORDS: *competition, competitiveness process, economy, integration.*

JEL CLASSIFICATION: *D41, F12.*

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