

ARTICLE REVIEW  
REPORT



# GOLDEN RESEARCH THOUGHTS

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## ORIGINAL ARTICLE

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### INNOVATION INTO ROMANIAN SMALL AND MEDIUM ENTERPRISES

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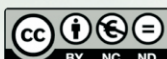


Ortansa Andreea  
Mihaela STIRBU

#### ABSTRACT

Innovation is one of the major factors to contribute to success and competitiveness on an SMES, as these enterprises are vital for a healthy and sustainable economy. Literature considers innovativeness as one of the most important agents through which such businesses contribute to economic development. This is an even more important issue for country such Romania, where SMEs is often faced with inadequate business infrastructure and lack of support for entrepreneurs.

#### Article Indexed in



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### Introduction

Small and medium enterprises are considered to be the force behind the economic growth and employment (Nicolescu Ovidiu, Nicolescu Ciprian 2008; Ceptureanu et al. 2010). One of the primary means through which SMEs are expected to accomplish this task is by developing innovations in order to create competitiveness both on national and international markets

#### **A Good Introduction :-**

*Depict the significance (importance) of the study - why was this value doing in any case? Give a wide connection. Extremely briefly depict the exploratory configuration and how it achieved the expressed destinations.*

### Materials

The data presented in this study were collected as part of joint research between me and professor Ceptureanu from Bucharest University of Economic Studies and National Trade Agency of Romania (ONRC).

#### **A Good Materials :-**

*Depict materials independently just if the study is complicated to the point that it spares space thusly. Incorporate specific chemicals, organic materials, and any gear or supplies that are not generally found in research centers.*

### Result

Must add result in your article.

#### **A Good Result :-**

*Results are as per aims and objective and useful to further research.*

### Conclusion

We find out that innovation efforts in SMEs focused mainly on new products (40.22%), new technologies (22.94%), managerial and marketing approaches us (22.37%), upgrading the computer system (4.97%), and human resources training (4.97%), while one in four companies is recorded absence innovative approaches (26.39%).

#### **A Good Conclusion :-**

*You may propose future headings, for example, how the analysis may be adjusted to achieve an alternate target. Clarify the majority of your perceptions however much as could be expected, concentrating on systems.*

### References

- Ali, A., (1994). "Pioneering versus incremental innovation: review and research propositions". Journal of Product Innovation Management 11 (1), 46–61.
- Banbury, C.M., Mitchell, W., (1995). "The effect of introducing important incremental innovations on market share and business survival." Strategic Management Journal 16, 166–188.
- Birchall, D.W., Chanaron, J.J., Soderquist, K., (1996). "Managing innovation in SMEs: a comparison of companies in the UK, France and Portugal." International Journal of Technology Management 12 (3), 291–305.
- Ceptureanu Sebastian Ion, Ceptureanu Eduard Gabriel, Tudorache Alina, Zgubea Filip, (2012), "Knowledge Based Economy Assessment in Romania". Economia Review. Management Series, ISSN 1454-0320

#### **A Good References :-**

*There are Places where the Author Ortansa Andreea Mihaela STIRBU Need to Cite a Reference, but Have Not*

### SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas	✓				
3.	Importance of the proposed ideas		✓			
4.	Timelines			✓		
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation (Up-to-date, Appropriate Sufficient)		✓			

### FUTURE RESEARCH PLANNING:

1. Economics courses 2014-15 (<http://www.uniguru.co.in/studyabroad/studies/study-university-courses/economics-courses/distance-online/i/eb./all/1/programs.html>)
2. Free Indian Economics Online Practice Tests (<http://www.wiziq.com/tests/indian-economics>)
3. Economics: Free Courses Online ([http://www.openculture.com/economics\\_free\\_courses](http://www.openculture.com/economics_free_courses))
4. 1st to 3rd August 2014 First Asia Pacific Conference on Global Business,

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Editor-in-Chief

### REVIEWER COMMENTS

- The writing audit was careful, the approach was carefully exhaustive and fused the utilization of sufficient quantities of tests in dust size examination and blast tests.
- I discover no shortcoming at all with the routines, information examination, or conclusions.
- The work, as with all work advancing from this specific gathering, is generally sound.
- My remarks here are concerned singularly with the association of the

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*Ashok Yakkaldevi*

**Dr. Ashok Yakkaldevi**  
Review Editor

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