

INDUSTRIES AS VECTORS OF REGIONAL COMPETITIVENESS CASE STUDY – THE NORTH-WEST REGION OF ROMANIA

Oana Stănculescu, Babeş-Bolyai University, Cluj-Napoca

ABSTRACT: *The aspects of regional competitiveness have become an important part of regional development strategies. Most regions are trying to focus on niches which could bring sustainable economic and social development, but this can be achieved through two important strategic planning stages: measurement of the competitive position and the identification of the regional potential.*

No region is able to specialize and develop competitive advantages in all industries, but it has some, either traditional or emerging, in which it focuses its resources, hoping that in the future they will properly determine the regional identity and specificity. Based on the idea that no region can become competitive in all its industries, it became a priority to identify the industries that generate regional economic growth. In the present paper, we intend to pinpoint which are the most competitive industries that characterize the North-West region's economy, through methods that can help us make a strategic decision regarding the fields that should be supported in the future. The analysis will take into account relevant indicators from each industry: number of firms, employees, and turnover.

Keywords: *region, competitiveness, industry, decision, strategy*

JEL Codes: *L60, O12, O18*