

Empirical research on the possibilities of stimulating investments financed from European funds - case study for Romania

Zhiang Xiaoliang^a, Ghinea Raluca-Elena^b, Popescu Dan^c

^{abc}Bucharest University of Economic Studies, Bucharest, Romania

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ABSTRACT

The purpose of this paper is to identify ways in which investments financed from European funds can be stimulated, by using a case study on the example of Romania. We started from the statistically proven reality according to which the use of funds allocated to Romania (below 50%) is unfavorable and, with the help of a structured questionnaire, we aimed to identify the main vulnerabilities of the activities carried out by the relevant ministry, including from the perspective of the beneficiaries of European funds, but also to propose a series of measures to remedy this situation that does not allow the development of the Romanian economy. The research was quantitative, it was conducted between 09.10. 2021-29.01.2023 and was based on three main and two secondary hypotheses. Essentially, we started from the reality that the deficient external communication process of the specialists of the Romanian Ministry of Investment and European Funds outlines a negative image on the factors responsible for attracting European funds, their lack of interest causing potential applicants to distrust the relevant ministry, especially in the context of the increasingly aggressive interference of politics in obtaining European funds. Equally, the lack of interest of the representatives of the relevant ministry in obtaining feedback from the applicants to the European funding projects leads to the latter's low degree of confidence in their chances of success. In the portfolio of the financing programs, the European Union has no less than 52 - their purpose being to develop Europe in a harmonious, strong and balanced manner.

Keywords: investment, European funds, organizational communication, political influences, IBM SPSS 20