

THE ANALYSIS OF THE ECONOMIC OPERATORS' MATRICULATIONS IN ROMANIA AND IN CARAȘ-SEVERIN COUNTY, IN JANUARY IN 2011-2017

Liliana GHERGHINA¹

ABSTRACT

By the paper entitled The Analysis of the economic operators' matriculations in Romania and in Caraș-Severin County, in January 2011-2017, we proposed ourselves to highlight the trend of economic operators in the last seven years in Romania and in Caraș-Severin County. In this direction we defined the economic operator, the economic agents and the enterprise, we have mentioned the classification of companies according to the medium scriptic number of the staff annually and we processed the series of statistical data regarding the economic operators' matriculations.

After the analysis we observed that most of economic operators are commercial firms with limited liability and authorised natural persons who develop the activity in the field of services, constructions, agriculture and industry.

Regarding the average indicators calculated, regarding the economic operators' matriculations, we have observed that the average value of the series and an average positive coefficient of the dynamics and an average growth and an average negative rhythm of the growth, which proves a major reduction of the matriculations in Caraș-Severin County and Romania. We supposed a series of causes which can be the basis of the matriculations decrease and we have elaborated some proposals regarding the matriculations increase of the economic operators in Caraș-Severin County and in Romania.

KEY WORDS: *analysis, economic operator, matriculations, trend, indicators, calculation algorithm*

JEL: *M1, M13*

1. INTRODUCTION

Nowadays in Romania there are many economic operators in different fields of activity, both in the private sector and in the public one. All the private economic operators own a business which represents an organised effort from the part of one or several persons having in view the production and commercialization of goods and services, having as final aim *the satisfaction of the clients' requests* which lead to *the increase of sales* and respectively to the obtainance of *profit*. In any business or organisation there are products and services offered to final customers or to other firms with whom they collaborate and its management is the only one who decide *what* and *how to produce* and *the selling price* on a free market. *The organisation* is defined as representing any entity organised which was created by people, having as objective the fulfilment of some purposes of economic and non-economic nature. The framework for the development of business is the *economic organisation*, respectively *the company, firm, enterprise* meaning the entity in which we develop organised activities, created by people with *the purpose of satisfying the people's need for goods and services*.

The economic operator is defined in the *Judicial Dictionary* as being "*the*

¹ Lecturer PhD, Faculty of Economics, University "Eftimie Murgu" of Reșița, l.gherghina@yahoo.com

natural person or judicial, authorised who in the framework of his professional activity produces, imports, stores, transports or commercializes products or parts of these ones or he offers services" (Online Law, available on 20.06.2017 at http://www.dreptonline.ro/dictionar_juridic/termen_juridic.php?cuvant=Operator%20economic). According to Order no. 65/10.06.2013 of the President of the National Authority for Tourism, Art. 2, letter a "the economic operator is an authorised natural person, individual or familiar company, the commercial company or other judicial person constituted according to the law, which performs economic activities specific for tourism agencies, respectively accomodation activities, public alimentation and other services specific in structures of touristic reception as owner and/or manager of these ones" (The National Authority, order no. 65/2013 for the approval of Methodological Norms regarding the issue of certificates of classifying the structures of touristic accomodation with accomodation functions and public alimentation, of licences and tourism licence, available at 10.05.2017 on <http://turism.gov.ro/legislatie/>).

In the market economy, the economic operators are known as economic agents who can be "traders as natural people, traders as judicial people and the autonomous directions as participants in the economic and judicial reports which in their totality materialise the economic processes in their developement" (the Law from A to Z, available on 25.06.2017 at <http://legeaz.net/dictionar-juridic/agent-economic>).

According to the definition given in art. 3 of the *Law no. 133/1999*, "By company we understand any form of organisation of an economic activity, autonomous patrimonially and authorised, according to the laws in force, to make acts and facts of commerce, with the aim to obtain profit by achieving material goods, respectively offering services, from the selling of these ones on the market, in competition conditions" (Law nr. 133 from 20.07.1999 regarding the stimulation of the private entrepreneurs for the foundation and development of small and medium enterprises, available on 15.05.2017 at <http://legislatie.just.ro/Public/DetaliiDocument/18823>).

From the specialised studies, the company "in a broad sense means the economic unit of production, offering services or commerce which pursues the covering of the market request and to obtain profit" (Sava C., Lazoc R. (2001), p. 7).

At present, the organisations/companies fulfil the functions of: research-development, production, commercialization, financial-accounting activity, staff, administration, security/safety.

At the level of all member states of the European Union, and also in the art. 4 from the Law 133, the unique criterion of classification of the small and medium companies is achieved according to the size of the scriptic annual medium number of the staff, thus: micro-enterprises, up to 9 employees; small enterprises, between 10-49 employees; medium enterprises between 50 ad 249 employees. The companies with a larger number than 250 employees are considered large companies. So we can state that, the differentiation of the firm offer through staff is achieved on the basis of their preparation and instruction, which represents a competitive advantage on the market. "The more instructed employees present six distinct characteristics: competence, courtesy, credibility, seriousness, open-mindedness, communicativeness". (Leonard A., Berry A., Parasuraman (1991), p. 417).

In Romania, the legislative context for the foundation of a company is constituted by Law 31/1990 regarding the commercial companies which contain basic reglementation regarding the constitution, operation, change and dissolve companies with judicial personality (Law 31/1990 regarding the commercial companies, with

subsequent modifications, available on 10.02.2017 at http://www.avocatnet.ro/content/articles/id_41020/Legea-nr-31-1990-privind-scietatile-actualizata-si-consolidata-2015.html).

The existence of companies on the market depends on the object of transactions and on the sale market, respectively "*the material goods and services market*". (Fekete I. (2001), p. 24). Of course that for the acquisition of a good or service the consumers have certain expectations which "*reported to the cost of the product acquisition, generate the value expected by the consumer*" (Foltean, Lădar, (coord.), (2004), p. 14).

What the consumers want on the market are "*offers that give an experience*" (Kotler. Ph., Armstrong G. (2008), p. 7).

On the market each buyer has a unique need and request and the companies "*search to delimit large categories of clients which differ by the interest manifested towards the roduct, for example duet o the clients' income*" (Izvercianu (2012), p. 15).

In this sense the companies must think an optimal *marketing strategy* in order to ahieve its objectives, it means that this one "*should establish some values which must be touched (tactics)*" (Gherghina L. (2013), p. 257). The marketing strategy is also included in the marketing policy and it has as component *the market strategy* which is considered „*the pivot of the marketing policy*" (Gherghina L. (2014), p. 56).

2. THE ANALYSIS OF THE ECONOMIC OPERATORS' MATRICULATIONS IN ROMANIA AND IN CARAȘ-SEVERIN COUNTY, IN JANUARY 2011-2017

For the elaboration of the analysis of matriculation of natural and judicial people, respectively *economic operators*, achieved in January 2011-2017, it is required to know all the series of statistical data which were taken from the National Office of the Commerce Register in Romania. Thus, there were found for Romania some series of statistical data according to the number of economic operators, on activity fields and for Caraș-Severin County according to the judicial form of organisation. The matriculation of the economic operators in January 2011-2017 at the level of Caraș-Severin County is presented in Table 1 below.

Table 1
Economic operators' atriculations in January 2011-2017 in Caraș-Severin County according to the legal form of organisation

Period	CA	IF	II	PFA	SRL	Total	Dynamics
01-31.01.2017			6	10	29	45	
01-31.01.2016	1		6	9	70	86	2016-2017 = -47.67%
01-31.01.2015			6	34	37	77	2015-2016 = 11.69%
01-31.01.2014			12	22	45	79	2014-2015 = -2.53%
01-31.01.2013	1		14	25	37	77	2013-2014 = 2.60%
01-31.01.2012			11	35	37	83	2012-2013 = -7.23%
01-31.01.2011			20	18	42	80	2011-2012 = 3.75%
Total	2	0	75	153	297	527	-39.39%

(Source: The National Office of Commerce Register in Romania Oficiul Național al Registrului Comerțului din România, available on 19.04.2017 at <http://www.onrc.ro/index.php/ro/statistici>)

From the statistical values presented in the table below we observe that on the whole period analysed, respectively January 2011-2017, the highest number of

economic operators who were matriculated in Caraș-Severin County corresponding to the years 2016, 2012, 2011 and 2014. Most of the matriculations were achieved for commercial firms with limited liability (SRL), authorised natural person (PFA) and individual companies (II). We observe that there was no matriculation no family company (IF) and agricultural cooperatives (CA) there were only two.

Based on the information from Table 1 we have calculated the structure of economic operators matriculated in January 2011-2017 in Caraș-Severin County is presented in the chart below.

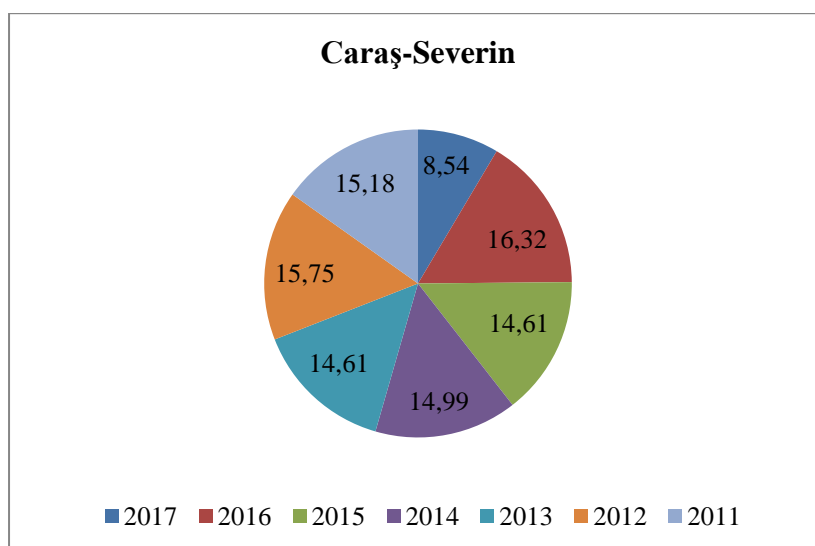


Chart 1 - Structure economic operators matriculated in Caraș-Severin in January 2011-2017

At the level of **Caraș-Severin** County the number of matriculations had an evolution of 7.21%, from 8.54% (2011) to 15.75% (2016), although in January 2017 it decreases with 0.57% reaching 15.18%. We observe that the highest balance of dynamics is registered in January 2015-2016 of 11.69% because the number of matriculated economic operators increased. In the last year analysed, respectively January 2016, as compared to 2017 the dynamics of matriculations has negative values of 47.67% which proves a substantial reduction from 86 to 45 of the matriculations of the economic operators in Caraș-Severin County.

The matriculation of the firms achieved in January 2011-2017 in Romania, according to the number of economic operators is presented in Table 2 below.

Table 2

Matriculation of economic operators in January 2011-2017 in Romania, on fields of activity

Denomination of the section CAEN / total No. Of matriculations during the period 01-31.01.	2017	2016	2015	2014	2013	2012	2011	Total
Activities of private households as employer of household staff	0	0	1	0	0	0	2	3
Administration services and support services	267	345	478	556	578	510	448	3182

activities								
Activities of shows cultural and recreative events	164	242	240	176	171	129	108	1230
Professional, scientific and technical activities	545	1042	906	909	871	804	818	5895
Public administration and defence; social insurances in the public system	2	7	0	3	1	3	0	16
Agriculture, silviculture and fishing	348	425	446	366	394	829	549	3357
Other activities of services	318	331	447	415	365	326	267	2469
Wholesale trade and retail trade; mending vehicles and motorcycles	1332	1970	2486	2940	3270	2327	2548	16873
Constructions	594	788	802	710	664	644	560	4762
Water distribution;salubrity, managing wastes, decontaminate activities	24	21	39	50	58	59	53	304
Hotels and restaurants	268	359	384	369	391	371	375	2517
Extracting industry	3	6	6	9	20	15	14	73
Processing industry	312	436	551	458	470	435	536	3198
Information and communications	320	506	543	451	425	384	298	2927
Financial mediation and ensurances	60	445	115	99	164	156	130	1169
Production and supply of electric energy, thermal energy, gas, hot water and airconditioning	2	3	11	25	171	73	97	382
Health and social work	156	366	101	72	69	82	33	879
Transport and storage	506	686	628	569	561	472	65	3487
Immovables transactions	130	154	142	158	111	130	522	1347
Education	124	156	175	180	164	130	122	1051
Total	5475	8288	8501	8515	8918	7879	7545	55121
Dynamics		-33.94	-2.51	-0.16	-4.52	13.19	4.43	-23.51

(Source: The National Office of Commerce Register in Romania, available on 19.04.2017 at <http://www.onrc.ro/index.php/ro/statistici>, and the total calculation and of the dynamics is achieved by the author)

According to the statistical data from the table below, we observe that in Romania most of the economic operators were recorded in the fields:

- Wholesale trade and retail trade; mending vehicles and motorcycles- 19.38% in 2013 (3270 from 16873);
- Professional, scientific and technical activities - 17.68% in 2016 (1042 from 5895);
- Constructions - 16.84% in 2015 (802 from 4762);
- Transport and storage - 19.67% in 2016 (686 from 3487);
- Agriculture, silviculture and fishing- 24.69% in 2012 (829 din 3357);
- Processing industry - 16.76% in 2011, (536 from 3198);
- Administration services and support services activities- 18.16% (578 from 3182).

We highlight the fact that in the health and social work field, a substantial increase of the economic operators was recorded from 33 in 2011 to 156 in 2017. Based on the information from Table 2 we have calculated the structure of the economic operators matriculated in January in 2011-2017 in Romania and we presented it in the Chart 2 below.

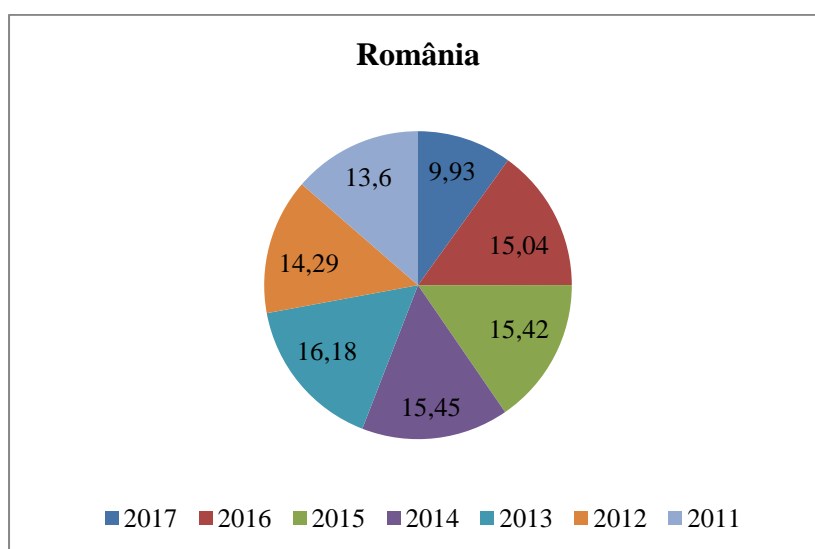


Chart 2 - Structure economic operators matriculated in Romania in January 2011-2017

In Romania, the number of matriculations had a dynamic of 6.25%, from 9.93% (2011) to 16.18% (2015), although in January 2016 it decreases with 1.89% reaching 14.29 %, and in January 2017, as compared to 2016 it decreases with 0.69%, reaching 13.60%. We observe that the largest part of the dynamic is recorded in January 2015 because the number of economic operators increased from 7545 (2011) to 8288 (2015). In the last year achieved, respectively January 2016 as compared to January 2017 the dynamics of matriculations has negative values of -33.94% which proves an important reduction from 8288 to 5474 of the matriculations of the economic operators in Romania.

The series of statistical data gathered are chronological series for which we will use as a *method of analysis the absolute, relative and medium indicators of the series* (Ciurea J.B. (2006), p.138-139) in order to highlight *the trend of economic operators in Romania and Caraș-Severin County during the period January 2011-2017*. At the absolute indicators we will present a series of statistical data (y_i), according to which we will calculate the absolute changes, respectively the growth with fixed base ($\Delta_{i/1}$) and the growth with

base in chain ($\Delta_{i/i-1}$). For the relative indicators we will calculate the coefficient of dynamics with fixed base ($I_{i/1}$) and with base in chain ($I_{i/i-1}$), and the growth rhythm with fixed base ($R_{i/1}$) and with chain base ($R_{i/i-1}$). The medium indicators will be calculated from absolute values, respectively the average of the series (\bar{y}), the average evolution growth ($\bar{\Delta}$) and from relative values, respectively the average evolution coefficient (\bar{I}), the average rhythm of evolution (\bar{R}).

Table 3

The centralizer of the calculation algorithm of the economic operators in Caraș-Severin [firms number] / [%]

YEARS	ABSOLUTE INDICATORS			RELATIVE INDICATORS				AVERAGE INDICATORS			
	OF LEVEL	ABSOLUTE CHANGES		DYNAMICS COEFFICIENT		GROWTH RHYTHM		CALCULATION FROM ABSOLUTE VALUE		CALCULATION FROM RELATIVE VALUE	
		y_i	$\Delta_{i/1}$	$\Delta_{i/i-1}$	$I_{i/1}$	$I_{i/i-1}$	$R_{i/1}$	$R_{i/i-1}$	\bar{y}	$\bar{\Delta}$	\bar{I}
2011	80	0	-	1	-	0	-	75.2857 operated. economic	-5.8333 operated. economic	0.9306 (93,06%)	-0.0693 (-6.93%)
2012	83	3	3	1.0375	1.0375	0.0375	0.0375				
2013	77	-3	-6	0.9625	0.9277	-0.0375	-0.0723				
2014	79	-1	2	0.9875	1.0260	-0.0125	0.0260				
2015	77	-3	-2	0.9625	0.9747	-0.0375	-0.0253				
2016	86	6	9	1.0750	1.1169	0.0750	0.1169				
2017	45	-35	-41	0.5625	0.5233	-0.4375	-0.4767				

(Source: Achieved by the author, my own calculations)

From the table above we observe that in Caraș-Severin County, in January 2011-2012 we record an increase of the matriculations of the economic agents, following a dynamics in the period 2012-2016, an important increase was observed in January 2016.

Thus, in relation to *the reference year 2011*, the number of economic operators increased with a *fixed base growth* from 6 (2016), *the growth with base in chain* up to 9 (2016) after which the *growth of fixed base* drops to -35 (2017), and *the growth with base in chain* to -41 (2017).

The coefficient of the dynamics with fixed base of the matriculations of the economic operators, in relation to *the reference year 2011*, increased to 1.0750 (2016), *the coefficient of the dynamics with base in chain* has increased from 1.0375 (2012) to 1.1169 (2016), after which the *fixed base coefficient* decreases to 0.5625 (2017), and *the dynamics coefficient with base in chain* decreases to 0.5233 (2017).

The rhythm of increase with fixed base of the economic operators in relation to *the reference year 2011* decreases from -0.0375 (2013) to -0.4375 (2017), *the increase rhythm with base in chain* decreases –from 0.0723 (2013) to -0.4767 (2017).

On the whole period analysed, an average value of matriculations was recorded 75.2857 economic operators, a negative average growth of - 5.8333 economic operators,

an average coefficient of the dynamics of 0.9306 and an increase rythm of - 0.0693.

Table 4

The centralizer of the calculation alorythm of the economic operators in Romania [firms number] / [%]

YEARS	ABSOLUT INDICATORS			RELATIVE INDICATORS				AVERAGE INDICATORS			
	LEVEL	ABSOLUT CHANGES		COEFFICIENT OF DYNAMICS		RYTHM OF INCREASE		CALC. FROM ABSOLUTE VAL.		CALC. FROM RELATIVE VAL.	
		y_i	$\Delta_{i/1}$	$\Delta_{i/i-1}$	$I_{i/1}$	$I_{i/i-1}$	$R_{i/1}$	$R_{i/i-1}$	\bar{y}	$\bar{\Delta}$	\bar{I}
2011	7545	0	-	1	-	0	-	7874.4286 operatori economici	-345 operatori economici	0.9608 (96.08%)	-0.0393 (-3.93%)
2012	7879	334	334	1.0443	1.0443	0.0443	0.0443				
2013	8918	1373	1039	1.1820	1.1319	0.1820	0.1319				
2014	8515	970	-403	1.1286	0.9548	0.1286	-0.0452				
2015	8501	956	-14	1.1267	0.9984	0.1267	-0.0016				
2016	8288	743	-213	1.0985	0.9749	0.0985	-0.0251				
2017	5475	-2070	-2813	0.7256	0.6606	-0.2744	-0.3394				

(Source: Achieved by the author, my own calculations)

From the table above we observe that in Romania in January 2011-2016 we record a dynamics of the economic operators matriculations and in January 2017 the the economic operators matriculations decreased.

Thus, in relation to *the reference year 2011*, the number of economic operators increased with a fixed base growth of 743 (2016), the growth with base in chain up to 1039 (2013) after which the fixed base growth decreases to -2070 (2017), and the growth with base in chain from -403 (2014) to -2813 (2017).

The coefficient of the fixed base dynamics of the matriculations of the economic operators, in relation to *the reference year 2011* has increased with 1.1820 (2013), the coefficient with base in chain dynamics has increased from 1.0443 (2012) to 1.1319 (2013), after which the coefficient of the fixed base dynamics decreases to 0,7256 (2017), and the coefficient of the base in chain dynamics to 0.9548 (2014), in 2017 reaching 0,6606.

The rythm of increase with fixed base of the economic operators in relation to *the reference year 2011* has increased from 0.0443 (2011) to 0.1267 (2015), the rythm of increase with base in chain from 0.0443 (2012) to 0.1319 (2013), after which the rythm of increase with fixed base in 2017 to -0.2744 and the rythm of increase with base in chain is in continuous decrease reaching -0.0016 in 2015 and in 2017 reaching -0.3394.

On the whole analysed period, an average value of matriculations was recorded 7874.4286 economic operators, an average negative growth of -345 economic operators, an average coefficient of dynamics 0.9608 and a rythm of increase of 0.0393.

3. CONCLUSIONS

Based on the analysis, we observed that on the whole period 2011-2017, the number of economic operators has a dynamic until 2016 when it gets negative values in Caraș-Severin County -47.67% and in Romania -33.94%.

We suppose some of the causes that led to the decrease of the matriculations, respectively the decrease of the attractiveness of firms' matriculation: the instability of fiscal policies; the vulnerability of the business environment; the detailed documentation having in view the matriculation of economic operators; exaggeration from the part of the state institutions regarding the control of the economic operators' activity in the first three years of activity; very reduced accessibility to financing funds at the national and European level; the limited access of firms to bank credits; the lack of the market studies by which to identify the opportunities of developing a business; the lack of experience of entrepreneurs regarding the administration of financial, information, material, human resources and respectively the evaluation of the business risk.

Having in view the increase of the recordings of the economic operators at the level of Caraș-Severin County and Romania we propose that the people who will have leader positions, respectively management positions of a business should freely benefit of instruction from the part of the Romanian State on a period of minimum three months regarding: the analysis of the request, competition, the business environment and the promotion of the offer; teamwork, selecting, hiring, motivating and preparation of the subordinated staff; the observance of the principle of responsibility in leading their own business; the elaboration of short, medium and long term predictions; making optimal decisions and establishing the levels of control; accessing the funds in order to invest in their own business; the importance of the state, government and European policies.

We must highlight the fact that the financial resources are placed on the first place in the choice stage and the stage of the business operation and in the building stage and the stage of opening the business, the first place is occupied by the material resources, respectively human and informational.

The results of this study will constitute the basis of some comparisons with other researches in the field and some more profound future researches.

REFERENCES

- Ciurea J. B., (2006), "Statistics-theory and applications", Eftimie Murgu Printing House Reșița
- Fekete I., (2001), "The basis of marketing", Eftimie Murgu Printing House, Reșița
- Foltean F., Lădar L. (coord.), (2004), "Marketing –synthesis and applications", Mirton Printing House, Timișoara
- Gherghina L., "Market strategy - pivot of marketing policy", *The Annals of „Eftimie Murgu” University Reșița, Fascicle II. Economic Studies*, Section 3 - Management, Marketing, Tourism & Commerce, pp. 254-260, Eftimie Murgu Printing House of Reșița, Issue 20, November 2013, ISSN 2344-6315
- Gherghina L., (2014), "Marketing research: synthesis and case study", Eftimie Murgu Printing House, Reșița
- Izvercianu M., (2012), "Marketing – a course printed and Word document", the Politechnic University of Timișoara
- Kotler Ph., Armstrong G., (2008), "The principles of marketing", Edition IV, Teora Printing House, București

- Leonard A., Berry A., Parasuraman, (1991), "Marketing Services: Competing Through Quality", The Free Press Printing House, New York
- Sava C., Lazoc R., (2001), "The economy of tourism company", Brumar Printing House, Timișoara
- *** The National Authority for Tourism, Order no. 65/2013 for the approval of methodological norms regarding the issue of classification certificates of the touristic reception structures with function of accomodation and public alimentation, of the tourism licences and patents, available on 10.05.2017 at <http://turism.gov.ro/legislatie/>
- *** Online Law, available on 20.06.2017 at http://www.dreptonline.ro/dictionar_juridic/termen_juridic.php?cuvant=Operator%20economic
- *** Law 31/1990 regarding the commercial firms with subsequent changes, available on 10.02.2017 at http://www.avocatnet.ro/content/articles/id_41020/Legea-nr-31-1990-privind-societatile-actualizata-si-consolidata-2015.html
- *** Law from A to Z, available on 25.06.2017 at <http://legeaz.net/dictionar-juridic/agent-economic>
- *** The National Office of the Commerce Register of Romania, available on 19.04.2017 at <http://www.onrc.ro/index.php/ro/statistici>
- *** Law no. 133 of 20.07.1999 regarding the stimulation of private entrepreneurs to found and develop small and medium companies, available on 15.05.2017 at <http://legislatie.just.ro/Public/DetaliiDocument/18823>