

ECONOMIC DEVELOPMENT HOLDERS IN REPUBLIC OF MACEDONIA THROUGH THE BUSINESS DEVELOPMENT

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ABSTRACT

With the liberalization of Macedonian economics, the external and local economic projections have increased evidently. SME's objective characterized with flexibility is to participate and compete with the foreign market. The private sector has an important role for every national economy and contributes in softening of the employment, the income from taxes, economic growth and the cultivation of market economy system as a key element in the economic development. The strategy of the economic development is closely tied with the business development, because it constitutes one of the strongest segments for one state, which as an objective has the creation of a positive-encouraging climate for the implementation of the investment politics and the export through the production which is focused in the human resources, in a way that the managers to increase the competition and the survival of their enterprises and the investments with high technology – novelties that change the organizational culture, enabling a life quality for the community or our society.

In this International Work we will explain the definition or structural comparison of the small and medium enterprises in the EU and Republic of Macedonia according to their sizes, the main holders of the economic development, expected moves of the GDP part of the macroeconomic politics and the empiric index of the Macedonian enterprises.

KEYWORDS: Economic Development, Macroeconomic Politics, Organizational Culture, Sectors, SMEs, Strategy