

Considerations on Firm's Location in the Context of Clusters Formation

Manoela POPESCU

"Dimitrie Cantemir" Christian University

Faculty of Tourism and Commercial Management, Bucharest, Romania

Email: manoela.popescu@yahoo.com

Luminița CRENICIAN

"Dimitrie Cantemir" Christian University

Faculty of Tourism and Commercial Management, Bucharest, Romania

E-mail: lumi_cecilia@yahoo.com

Abstract

Clusters, "industrial" competitive conglomerate, are a real alternative to the economic development of our country. Known is that, in general, clusters are defined as spatial agglomeration of firms or conglomerate of interconnected companies and institutions in a particular field. As such, the basic idea of the study concerns the importance of location / placement of firms in the formation of clusters, given that any location of a business is by taking into account a series of factors: economic, social, political, technical and institutional and clusters are formed in regions with high competitiveness, regions that have a high capacity to provide resources and there is a certain density of related and support industries.

Currently, in Romania, there are also natural and public clusters (industrial, scientific and technological parks) due to agglomerations of firms generated by the existence of natural resources, human or material, or due to location (conditioned by the level of development of the cluster and by the opportunities offered by it) of the new entities.

Keywords: clusters, competitiveness, location, location, development

JEL: O1, R3, Z19