

ACADEMIA DE STUDII ECONOMICE DIN BUCUREȘTI



Școala Doctorală *Economie I*

TEZĂ DE DOCTORAT

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Titlul tezei de doctorat:

*Creative and Innovative Economics. The role of Business Incubators and Accelerators for
Economic and Social Development in Romania*

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Abstract

The main objective of this doctoral thesis is to explore the role of business incubators and accelerators in promoting a culture of excellence within the Romanian business environment, in the broader context of the creative-innovative economy.

The main motivation for this topic of the doctoral thesis was the significant gap identified, related to ensuring a comprehensive understanding of relevant elements of this subject in Romania. I believe that, despite the international success of such new approaches and business practices, the national economic and business environment is still insufficiently adapted to benefit from the advantages of establishing and developing such types of entities.

From a methodological point of view, the doctoral research uses a mix of research methods and methodologies and combines quantitative and qualitative analyses. At the same time, I proceeded to an analysis of the results and an adequate interpretation of the results of my own research. By using case studies, interviews, questionnaires and, accordingly, by resorting to relevant ways of interpretation, I believe that my doctoral research has led to the formulation of a set of recommendations that, in my opinion, can be useful to decision-makers at various decision-making levels and to professionals who could be directly involved in their strategic-operational implementation.

The main results of the doctoral research highlight the emergence of a new ecosystem, in the context of predictable developments and trends, characteristic of the creative-innovative economy, within which incubators and accelerators clearly bring added value. I believe that, especially in the case of Romania, they can contribute to accelerating the success rates that new startups in our country will be able to register, with relevance also in relation to the developments of recent years. However, as could be identified in other similar studies and research previously carried out, which I consider relevant for my doctoral research, some of which are also confirmed by the results of this doctoral thesis, a series of aspects could be relatively obstructive to successfully implementing in our country a new business management model based on the advantages offered by business incubators and accelerators. I believe that these potential obstacles differ, and are placed in a range that takes into account multiple aspects, from the lack of access to various sources of financing, to ensuring a conducive

infrastructure environment that would adequately facilitate the development potential of the Romanian business environment.

The results obtained within the framework of this doctoral research indicate that better valorization of human capital, based on a collaborative approach and by assuming the strategic importance of investment in education, could develop and support the entrepreneurial sector in Romania. I share the belief that such ideas could have significant potential to help decision-makers and business leaders ensure favorable premises to combine local conditions and to promote a culture of excellence within the entrepreneurial ecosystem in Romania.

Keywords: *creative-innovative economy, culture of excellence, economic development, business incubators, business accelerators*

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