Abstract

Fundamentally this Article bases and develop a conceptual approach to improve the management of the SME sector in European countries into a new stage of market economy. Approach that fostered implementation priorities and mechanisms that have led to solving the most important problems, and improving management-oriented development of SMEs with limited resources according to the development strategy of small and medium enterprises for 2012-2020. In conclusion theoretical significance and practical value of research involves analyzing specific characteristics of SMEs and state policy, economic policy support to countries, arguing conceptual approach proposed for the main directions and mechanisms to improve the management of the SME sector, which forms the basis for an increase in the contribution to economic and social development of the country. Specific research activities for SMEs, recently captured the attention of scientists, public servants involved in the regulatory and business support, and representatives of the business community. SMEs contribute to the development of competition, provide mostly jobs, including in times of crisis, enables self-realization of citizens, creates prerequisites for the formation of the middle class which provides stability in society.

Keywords: SME, sector, economy, development, entrepreneur

Classification JEL: E01, M16, M50,

1. Introduction

We tried to bring into focus the main foundations scientific results and practical: a well founded and developed the conceptual approach for improving management of the SME sector in developed market economy, supported the priorities and mechanisms for its implementation that determines solving applied; aimed at improving the management of development of the SME sector based on limited resources both in the short and medium term in line with the development strategy of small and medium enterprises for 2012-2020 years.

Theoretical and practical value of research: analyzing the specifics of SME and characteristics of state policy support to countries that make market economy, arguing conceptual approach proposed priority directions and mechanisms to improve the management of SME sector in low resource that provides the basis for growth its contribution to economic and social development of the country.

2. Key features and types of SMEs object management

Research in small and medium enterprises (SMEs) in recent decades has attracted the attention not only of scientists but also of civil servants involved in the regulation and business support, as well as representatives of the business community [1, p. 65].

The importance of SMEs is due, above all, the importance of the tasks they capable of solving economic and other aspects of public activity.

In particular, SMEs:
- boosting competition;
- Has flexibility to respond to rapidly changing demand;
- Provide mostly employment, including in times of crisis;
- Enables self-realization of citizens;
- Creates conditions for the formation of the middle class that provides stability in society.

SMEs contribute to the establishment of private property, the development and implementation of innovations and participate in exports and attracting investment. This determines the practical importance of development of the sector, its impact on socio-economic development of individual countries and regions.

The most quoted European SMEs are enterprises which employ a significant proportion of workers. For example, in the European Union SME sector is more than 99% of all category of businesses, with almost two thirds of people employed in the economy.
The successful developments of SMEs rely on support from the state. In most European countries, both economic development and rise of the market, supported by the application of laws and institutions targeted by government programs newly established specifically designed to support the SME sector.

EU operational program was adopted "Small Business Act" for Europe, designed to support this group of enterprises.

Over the years, developed and implemented mechanisms aimed State support for SMEs, such as:
- the adoption of laws regulating the establishment and operation;
- Implementing strategies and programs to support SMEs;
- Establishing the institutional framework required minimum, etc.

The SME sector is often seen as a homogeneous group of diverse businesses in isolation without being specific groups of SMEs, making it difficult to develop adequate public support.

Developing modern economy is based on the activity of enterprises of different sizes - large, medium and small, whose role has been radically changed in recent decades. Small businesses tend to use their own savings and funds from the inner circle: relatives, neighbors, friends.

A disadvantage of all resources for development involves coercion.

SMEs flexibility has many manifestations:
- are responsive to any changes in market demand, because they are willing to drastically change its activities by combining the available resources;
- Relatively easy to update and activity profile.
- Can change the location of the business to make a profit, merge or acquire another company [3, p. 55].

In the EU, all developed countries, it is recommended to support SMEs in using a single criterion of quality. The main criteria for quality of SMEs are: judicial independence SMEs, which excludes the possibility of influence over the management of company management; lack of influence on a market.

3. The basic directions and current trends in European policy to support SMEs

In theory, one of the most important issues related to regulation of SMEs is their justification by the need eyebrows at first glance, contrary to the requirement of market economy and creating a level playing field for all operators.

Since it was found that small and large businesses are not fair competition, namely the business environment is less favorable SME sector. It is understood that by strengthening the capacity of business providers have a positive impact on the performance of SMEs.

Analysis of management approaches of SMEs in different countries revealed three major factors that determine business support system:
- governance model - liberal or conservative;
- national cultural characteristics of the population, manifested in certain regions;
- the development of market relations (including the availability and quality of institutions, methods of doing business and others.) that differs from the cost in developed countries and developing countries with economies in transition.

This allowed a more compelling trends in SME management in Europe for two decades and has led the development of a long-term direction and support mechanisms for this sector.

The role of SMEs in the economic development of the EU has been repeatedly recognized at the highest political level. EU 2020 Strategy, one of the priorities is to conduct industrial policy, which aims - increasing business competitiveness by improving the business environment, especially for SMEs. The main methods directly development and support of SMEs in the EU, they are law and EU operational programs. In 2008 the European Commission drafted a document to strengthen and steady growth of small and medium enterprises, which was named European Act - "First think of the children".

Act stated that SMEs need to get started by EU policy and that they should consider the needs of SMEs.

European Act is based on 10 principles that reflect current trends in EU Member States in the field of SMEs:
- Create an environment in which entrepreneurs and family businesses can thrive and entrepreneurship is rewarded;
- To provide an opportunity an honest businessman who faces the threat of bankruptcy, so he can quickly benefit from a second chance;
- Develop rules (required for the development of legislation and simplification of environmental regulations), in view of the "Think Small First";
- Make sure susceptibility government supports the needs of small and medium enterprises;
- Facilitate SME participation in public procurement and enhanced, support the use of state aid;
- Facilitating SMEs' access to finance to improve the legal and business environment, conducive to achieving commercial contracts timely payments;
- Aid provided SMEs to extract more profit from the opportunities offered by the single European market;
An SME sector can thus well developed to support macro-economic stability and growth. SMEs have the ability to rapidly adapt to cyclical and structural changes in the global consumer market saturation and the formation of the middle class. Increasingly, SMEs involved in the creation and role in solving economic and social problems of society. Today, SMEs not only provide employment, create new jobs, including for socially vulnerable layers of the population, while ensuring an important part of export and actively participating in research and development in the field of technical and scientific - thus influencing positively the country's competitiveness. SMEs have the ability to rapidly adapt to cyclical and structural changes in the global economy. An SME sector can thus well developed to support macro-economic stability and growth. SMEs are an important part of Europe's economic and professional activity. In practice, they represent 99% of EU businesses and occupies 2/3 of private sector employees. Small businesses, in fact, are considered true giants of the European economy. The indicator SME share in GDP or gross value added varies significantly in different countries. EU SME sector generates 58.4% of gross value added in the US - 43.4%

In this context, intellectual property is a valuable asset that companies can use it in a strategic manner according to its needs. Obtaining IP protection is the first crucial step, but effective management of intellectual property means more than protection of intellectual property rights of an enterprise [5, p. 78.]. It should be stressed that for the enterprise, intellectual property is more than a simple protection, it is an instrument of conquest and communication. In a context of international competition, intellectual property is for undertaking a strategic means of competition since it allows a legally compel competitors, limiting their freedom of maneuvering, so placing them in a situation of dependence or excluding them from the market. That is why countries or the most aggressive leader in marketing are so concerned and active intellectual property chapter.

In the face of fierce competition, intellectual property is a strategic tool that businesses can use it, allowing it to capitalize on innovations, but also to fight against counterfeiting. So using intellectual property company can draw benefits both in terms of profits and in terms of image. Under current conditions, intellectual property allows entrepreneurs to solve some of the most complex problems of their business, such as:
- Entering new markets (research and development by consulting patent databases, thus informing themselves about the latest technological);
- Implement a franchise system based on company brand and other intellectual property rights;
- Defense markets, preventing competitors to copy or counterfeit products or services of one undertaking.

Intellectual property presents a mechanism whereby SMEs can strengthen their market position. An efficient management of intellectual property rights allows businesses and companies to increase their competitiveness and on this basis to achieve strategic advantage in the market. Strategic use on an enterprise, especially small and medium enterprise, it will make intellectual property rights, will strongly depend on the overall strategy. An efficient management of intellectual property rights can open up new business opportunities for companies that have the expertise, capacity for innovation and resources to use different options offered by the intellectual property system.

Intellectual property rights - especially patents and utility models - not just a challenge to innovate, but in addition they play a basic role in disseminating new information technology because patents are published in most countries 18 months after filing of the application. Patents to be disclosed function facilitates the movement of new knowledge and technology is likely to reduce the resources devoted to research and development, thus avoiding a double thing. Since the 90s, most national IP offices of the OECD and the European Patent Office have implemented their databases on patents for the public to consult them without charge. The provision of these databases make them a potential source of invaluable technical information that is accessible to researchers and businesses, especially small and medium enterprises.

In the last two decades, public action aimed to encourage innovation in small and medium-sized regularly, given that the development of a dynamic sector enterprises requires a permanent innovation to be able to adapt to a business environment that is evolving rapidly and fierce competition in the market. We note that the ability and the ability of businesses to innovate and develop new products, processes and services vary greatly depending on their sector, size, their resources, the environment in which they practice their professional activities[6, p. 44].
The transition to a "knowledge economy" means that a basic condition in the creation of welfare by generating innovation, exploitation and dissemination of knowledge. In this context, creation, intellectual property protection, and its management is gaining importance increasingly higher.

Various studies show that SMEs have difficulties in using the intellectual property system. Often this is due to limited knowledge of the intellectual property system, businesses knowing with certainty whether it is adapted to their level of economic strategy and competitiveness and considering this system too complicated and expensive to use.

In the knowledge economy, intellectual property is a key element in making daily decisions. Almost daily, new products appear on the market, Trade Marks and Designs is the result of the continuous human innovation and creativity. SMEs are often the driving force behind these innovations. However, their creative capacity is not always fully exploited, given that many SMEs are not fully aware of the importance of the intellectual property system. Many intellectual property offices do not have statistics on the work of registration of intellectual property objects commercialization of SMEs.

CONCLUSION

In emerging countries, the SME sector has a vast potential that favor formation of the middle class population, developing the spirit of private initiative and ensure economic and social stability.

A developed sector of small and medium business influence on the country's competitiveness on an international scale. The current economy characterized by rapid evolution of information and communication technologies, it is becoming increasingly based on knowledge and innovation. Nowadays, when everything moves fast tempos, when competition is becoming increasingly fierce, to survive in the market, you need to apply it quickly elaboraril intellectual cutting edge.

New technology creates economic opportunities, cultural and social ideas are implemented in an innovative way to increase productivity and create jobs, etc. Economically developed countries have understood long ago that for an intellectual product of economic benefit to it should be protected legally by obtaining the protection. The fact that intellectual property should be protected well play an important role in fostering the creation of knowledge, dissemination of artistic expression and technological progress - essential for economies focused on knowledge.

BIBLIOGRAPHY

5. Grigore Ana Maria, Antreprenoriat si management pentru afaceri mici si mijlocii, Editura V. H. beh, București, 2012