

Priorities and Strategic and Tactical Perspectives of the Romanian Management in the European Context, Strongly Marked by the Covid-19 Pandemic and Digitalization

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Abstract

In this paper we wish to highlight the main causes of priorities and strategic and tactical perspectives of the Romanian management in the European context, strongly marked by the COVID-19 pandemic and digitalization. First of all, we started from complex and challenging global development impacted by the crises generated. Like as a specialized show, now the word assist at the transition to knowledge _ based economy and digitalization _ dominant mutations of the 21`s century. An EU milestones and strategic approaches are essential for Romania. We analyse the Romanian elaborated strategy for building the knowledge of economy and digital transformations. Is very important Romanians Government Program 2022 – 2024. We have a public policy programs 2022 – 2024. We analyse also, the impact of Government Program on the management of companies. Also there is impact of as programmatic documents on management, fiscal budgetary strategy for 2022 - 2024. The main measures to be taken in this area. Very important is a strategy for small and medium company for a sustainable and digital Europe. In the same time, we didn't forget, the single market program. There is a weak connection which means that the Romanian management, in the European context strongly market by the COVID-19 pandemic and digitalization, have a lot to do after our analysis.

Keywords: COVID-19, Economy and digitalization, Managerial trends, Sustainable development, European funds, European recovery and resilience