

PILLARS OF THE ENTREPRENEURIAL GROWTH: INSIGHTS FROM EXPERTS USING THE AHP METHOD

Balan Iulia Mariana (Mîndruță)¹, ORCID ID:0009-0002-1568-7223

Abstract: *This study examines the pillars that influence the business environment. The objective is to identify the most common problems that entrepreneurs face while conducting their business operations. Next, the intricate relationship between entrepreneurial education, entrepreneurial activity and innovation is analyzed. It focuses in particular on the varied economic effects of entrepreneurship. Entrepreneurial ecosystems are considered as tools for economic development. Their analysis emphasizes the importance of a systematic approach both to their construction and to identify possible inefficiencies. The research accentuates that policy makers should prioritize the development of entrepreneurial ecosystems in regional and urban areas, with a special focus on the North-East region of Romania. The findings show the significant impact on entrepreneurship, providing both researchers and policy makers. The literature review is combined with an AHP analysis. The research aims to understand also how policy makers shape entrepreneurial activities and identify best practices for capitalising on emerging opportunities. Our analysis reveals that to support a robust entrepreneurial ecosystem, it is important to invest in education and innovation while improving access to finance and institutional support.*

Keywords: *entrepreneurship, entrepreneurial ecosystem, entrepreneurial pillars*

JEL classification: *L26, M13, M21*

¹ Stefan cel Mare University of Suceava, Faculty of Economics, Administration, and Business, University Street 13, 720229 Suceava, Romania, Corresponding author: iuliabalansv85@gmail.com
DOI: 10.29302/oeconomica.2024.2.2