

Smart Specialization Strategies for Rural Development in The South-East Region*

Daniela – Lavinia BALASAN^{a,*} and Florin – Marian BUHOCIU^b

^a "Dunărea de Jos" University of Galati, Doctoral school of fundamental and engineering sciences, 47 Domnească Street, RO-800008, Galati, Romania,

^b "Dunărea de Jos" University of Galati, Faculty of Economics and Business Administration, 47 Domnească Street, RO-800008, Galati, Romania, florin.buhociu@ugal.ro

Correspondence should be addressed to: Daniela – Lavinia BALASAN; lavinia.balasan@ugal.ro

* Presented at the 37th IBIMA International Conference, 30-31 May 2021, Cordoba, Spain

Copyright © 2021. Daniela – Lavinia BALASAN and Florin – Marian BUHOCIU

Abstract

The concept of development involves diversifying and determining activities, boosting investment, but also actions aimed at the end goal, improving the standard of living. Regional development requires all actions and initiatives addressed to ensure sustainable and competitive economic growth. In carrying out this work, we analyzed and studied data and information specific to the South East Region.

We consider the process of smart specialization to be essential, with the aim of developing investments in key points of the region, such as research, development and, above all, innovation. Smart specialization is based on two fundamental elements, namely the integrated and strategic approach, which, in a broad way, could lead to the development and exploitation of the potential for smart growth.

Keywords: strategy, smart specialisation, rural development.