

EXTERNAL TRADE PERFORMANCE AND EXPORTERS' MARKET ORIENTATION. STUDY CASE OF ROMANIA

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Abstract: *Romanian's external trade is dominated by the activity of foreign capital. The main orientations on national market of these firms relate to the mother-company's strategy. In the case of Romanian capital, the evolution is mainly defined by asymmetric sector specialization with low natural resources processing and de-balanced geographical specialization. The paper analyses the companies' orientation on external markets, considering the efficiency of external trade through qualitative parameters: high-tech products, comparative advantages by industries and equilibrium in geographical market orientation. Reducing the prevalence of low-tech and primary products at the level of Romanian exporting companies should be considered as a priority for change for national policies in terms of external trade with goods.*

Keywords: external trade, foreign capital, specialization, efficiency, Romanian capital

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