

ENTREPRENEURSHIP – AN OPPORTUNITY FOR THE SUSTAINABLE DEVELOPMENT OF RURAL COMMUNITIES

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Entrepreneurship plays a crucial role in the development of the national economy, stimulating innovation, creating jobs and contributing to economic growth. The development of entrepreneurial activity is of major importance in boosting the national economy, offering numerous benefits, from job creation and stimulating innovation to promoting regional development and business internationalization. Government policies to support entrepreneurship can amplify these positive effects, contributing to sustainable economic growth. Entrepreneurship can become a driver of sustainable development in rural communities, turning challenges into opportunities and creating a resilient economic ecosystem. With adequate support and favorable public policies, rural entrepreneurs can contribute to economic growth, the preservation of traditions, and the protection of the environment. This paper aims to provide a current radiography of the Romanian SME sector, offering comparisons at European level. In this regard official statistics from national sources, as well as Eurostat statistics or benchmarks from other international and national analyses, were used. In the future additional efforts will be needed to create and retain the population, given the demographic trends and the impact of the green and digital transitions on the labour market. The sustainable development of rural communities is a global challenge, considering current trends of accelerated urbanization, depopulation of villages, and limited access to economic resources and infrastructure. In this context, rural entrepreneurship can play a crucial role in revitalizing these communities by generating jobs, driving economic growth, and ensuring better utilization of local resources.