
CRITICAL ENVIRONMENTAL VARIABLES AND THEIR IMPACT ON THE BUSINESS PERSPECTIVE

Gazmore Rexhepi

University of Prizren Ukshin Hoti, Prizren, Kosovo, gazmorexhepi@yahoo.com

Shqipe Rrafshi

University of Prizren Ukshin Hoti, Prizren, Kosovo, shqipe_89_@hotmail.com

Abstract: The main purpose of the study is to focus on the development of an empirical study that focuses on the Albanian economy. The need for this study is further exacerbated by the fact that SMEs serve as one of the instruments for restructuring a transition economy, which has unusual features compared to those that cite various theories of market economy development in general. How Binsey takes the steps of genuine startup is the hallmark of success in terms of genuine work interest. The problem of financial management of SMEs is limited, because such is their organization, so this study will focus mainly on one of the basic problems of the firm, and precisely on the effect of entrepreneurial behavior of the business unit on the results of his financial performance. In this period of great financial objectives, the organization of Albanian SMEs is still modest and not very evolved, referring to the financial objectives of business, financial function, ownership structures, financial management practices, performance measurement systems, etc. From this point of view, the study aims to focus and explain whether the entrepreneurial orientation of the firm's strategy measured through its entrepreneurial behavior will enable the firm to perform better financially and meet its objectives. Despite the various personal motives of a private firm's existence, the main goal of any business is to increase the owner's wealth. The main way to measure the achievement of this objective is through the success of financial performance of the business, reflected by various indicators such as sales growth, profit margin, better use of wealth, profit optimization, capital growth, etc. The purpose of the study is to find the best methods, forms and materials for the training of new employees and their preparation with modern methods for the workplace but also for the labor market in general, making enterprises as successful as possible. and their development to thrive in successful enterprises and towards economic development. Creating conditions in the organization of trainings which affect the concrete economic fields, in those areas where there is stagnation and lack of practical knowledge. The results of this research will guide us in continuing these trials, improving them in terms of practical application but also if the results propose us to create trainings with forms and other literature then we will have easier access and compilation. of the most advanced programs always in the training and preparation of new staff but also the existing ones for the labor market both in the country and abroad.

Keywords: Entrepreneurship, Profit Optimization, Strategic Activities, SME Competitiveness, Innovations, capital increase.

1. INTRODUCTION

Seeking transparency in business transactions, in their variables and criteria, in purchasing and in a host of individual business transactions, combats aspects of corrupt relations. Opening or revealing the various issues of the organization should be done in a timely manner and be balanced to ensure that all investors have access to accurate information. Based on the experience of this study in relation to all its study issues, but also in its ongoing limitations, a number of important recommendations for the validity of future studies have been discussed. Thus, for future studies that will have the same focus on the issues of this study, it is recommended: To consider other dimensions and performance indicators: financial of the firm and not a single dimension, and to make efforts to collect of the most reliable and valuable data. Future empirical research should try to create the conditions for applying the procedure of a probabilistic study sample, in order to provide the most valuable results. People decide to become entrepreneurs because they are disappointed with bureaucracy or the involvement of politics to move forward in the development of the profession or business. Many are tired of the many attempts to promote a product or service, or the way of doing business that is outside the legitimate conditions of doing business. Entrepreneurship creates opportunities for the person to contribute; many of the young entrepreneurs help the local economy. Some through their innovations contribute to society as a whole. Therefore, the perspective of this research leads us to the criteria for being as innovative as possible, to create an enterprise that constitutes critical environmental variables. The numerous rules of the enterprise are: Business Neglect, Competition, Unbalanced Experience, Lack of Managerial Experience. between you removed by the negligence of the cockroach a der reason that trains the business to move forward. Management experts have argued that the most important cause of the change in the business environment is the change in the structure and dynamics of the population. This phenomenon causes

changes in the social, economic and political environment of a firm or even a nation. If a growing population has sufficient purchasing power, new markets must be created to meet its needs. The constant change of production and services, the changes of competitors, the rapid social changes and technological innovations make it very difficult to predict the future. To grow, to be effective, and at the same time to survive in such a moving world, a firm needs to be flexible and anticipate the future. Which one do you choose as a critical variable? The main responsibility in the forecasting process lies with the top management of the company. Businesses see the ability to increase work capacity in the enterprise by supporting them as workers and making the work as flexible as possible. The point of view of businesses is precisely their technological side. The aim of the study is to find the best methods, forms and materials for training new employees and preparing them with modern methods for the workplace but also for the labor market in general, making enterprises as successful as possible and development their to thrive in successful enterprises and towards economic development.

2. MATERIAL AND METHODS

Adequate methods have been used to work on this topic, which will help in working on this topic. As a result of a more thorough work I have used the following research methods: The method of treatment of scientific literature, Quantitative and qualitative method. The quantitative method is a research method that has as its object the study of numbers and any other form which is easily measurable where based on this we have derived a numerical result. Quantitative method is the basis for understanding many of the formal theory of economics and business administration, showing the current features that businesses encounter during their work how they work. Whereas, the qualitative method has served us in the treatment of the paper based on the unstructured interviews with managers of various businesses, especially with financial managers, financial expertise with whom it has been very useful. What distinguishes these methods in the paper is the operation of businesses with their phenomena and the real feature of the work, the purpose of each business is high work and increasing financial capacity. Serious business strategies have given great importance to predicting the future. Often they made assumptions, which when they went wrong turned the plans into invalid ones. Their criterion is that the future was unpredictable and that it was unnecessary to predict it. In fact, the future cannot be considered completely predictable or completely unpredictable, so you cannot defend the extreme. In terms of forecasting, many businesses make long-term plans with the importance of quantitative methods over qualitative ones. This means that the structure of the organization must be flexible. A technological change can cause an unexpected effect on the firm's environment. Based on the current day, it is known that technological changes are becoming more and more of a business. A technological change of businesses is leading to great strides. or significantly shorten the life of machinery and equipment. For this reason, firms in general and firms in particular, which are part of the industry with high growth rates, should make efforts to recognize the technological advantages for today and the future. Environmental protection and sustainable use of natural resources continues to be one of the biggest challenges of our society. The needs for economic development and the growing social demands have increased the demands for the use of natural resources but also the direct impacts on the environment through the discharge of pollutants. Thus, consumers demand more quality than quantity in the product they buy. By analyzing market stimulus factors such as profit, market development, market growth, declining need for investment and more, then other factors for existing companies such as similar business, the existence of similar technology and others, show the current state of the enterprise directly in front of the entry of new businesses in the market threat from competition. This does not only mean the analysis of companies that show interest in entering a particular type of business, but the analysis of general conditions taking the market as a developing organism where all companies have access and the entry of competitors can be without waiting is exactly what businesses are afraid of.

3. RESULTS

The realization of the results was a work that brought a real phenomenon and made the work as serious as possible, so from the results obtained we understand that commercial businesses consider quality as an element for business success, manufacturing companies consider quality, and also service ones consider quality as a key element for business quality, with the exception of a few cases which have chosen cost and value as other elements that affect business success. The results of this study conducted in the period 2019 showed that most SME managers agreed that many of the activities undertaken by the firm in an effort to achieve wealth occur within six areas where Entrepreneurship and Strategic Management activities meet: innovations, networking, internationalization, organizational learning, senior management and governance teams, and growth orientation. The results of the study focus on increasing the competitiveness of SMEs in the country, to ensure a sustainable economic growth of the SME sector and the country's economy. Given the changes in the economic system in the country, this paper will

influence the decision-makers in creating policies that will improve the business environment and do business in the country

4. CONCLUSION

The value of this Research depends on the reliability and sincerity of the answers given by the interviewees (SME managers). The long-term final goal is to develop the capacity for local economic development, to improve the economic future and quality of life for all citizens. This is a process in which the SME sector, public institutions, private and non-governmental sector partners work together to create better conditions for economic growth and employment. With this paper it is intended to propose program segments, which enable the increase of management efficiency during the implementation of SME strategies and increase the well-being of the population as a whole. The knowledge and experience from the results of this study can be useful for the drafting of long-term strategic plans of SMEs and economic development as well as for the training of staff, which can contribute to raising the economic development of the country. Through the results of the study, it is intended to provide some recommendations regarding the need to integrate the activities of entrepreneurship, leadership and strategies in increasing the efficiency of businesses and to propose ways to create a competitive advantage. Many economists today have the idea that entrepreneurship stimulates economic growth and employment opportunities in all societies. In developing small successful enterprises are the main engines of job creation to increase revenue and reduce poverty. Therefore, government support for entrepreneurship, both in terms of education and business, is an important strategy for economic development.

ACKNOWLEDGMENTS

Processing and completing this work was by no means an easy task. Various factors such as economic and local knowledge were necessary to finalize this paper. He also thanked my colleagues who did not hesitate at any time to cooperate. I will never be able to express my gratitude as I feel it, the understanding and support at all stages of my academic advancement. This journey would not have been possible without the encouragement and support of friends who helped me.

REFERENCES

- Anderson, D.R., Sweeney, D. J., & Williams, T.A. (2019). Business and Economic Statistics UET Press & MAPO Editions
- Gaspar, B., Kolari, H., & Arreola-Risa, S. (2019). Entry into business UET Press & MAPO Editions
- Kofman, F. (2018). The Meaning Revolution: The Power of Transcendent Leadership (Currency,)
- Kottler, J.A. (2018). What You Don't Know about Leadership but Probably Should: Applications to Daily Life (Oxford University Press,)
- Mazzucato, M. (2018). The Value of Everything: Making and Taking in the Global Economy (Allen Lane,)
- Robbins, S.P., & DeCenzo, D. (2019). Basics of Management, Concepts and Basic Applications UET Press & MAPO Editions
- Tracy, B. (2015). The art of real selling New York
- Zogiani, A. (2016). Financing and accounting of businesses Peja