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Aspects of The Evolution of Enterprises in Member States of The European Union

By Petrică Sorin Angheluţă[1], Dumitru Alexandru Bodislav[1],
Maria Loredana Popescu[1], Florina Bran[1]

Abstract
A solid industrial base positively influences society as a whole. Business development is favored by the degree to which companies are active in the market. The article presents an analysis of employment in companies active in the Member States of the European Union. The evolution of the establishment of active enterprises according to their branches of activity is also addressed. Openness to local markets can lead to successful business activities. Cooperation between different companies can also be facilitated by new technologies. From the point of view of mobility, employment in foreign affiliates of domestic enterprises is another subdomain analyzed in the article. The way in which companies approach the field of expenditure can influence their activity. Thus, by increasing technological capacities and promoting innovation, technological development measures lead to the development of enterprises. The article presents an analysis of the way in which expenditure is shared at the level of enterprises in the Member States of the European Union.

Keywords: enterprises, sustainable development, European Union

1. Introduction

One of the issues of the next period is how Europe's industry will make the transition to climate neutrality (Radulescu et al., 2020). The European Union's industrial policy will need to be based on innovation in order to achieve accelerated economic growth (Angheluta et al., 2019). Increasing resource consumption should not implicitly lead to economic growth (EC, 2020). Periods of crisis can have different influences on economies. Thus, a higher level of education contributes to the easier overcoming of such periods (Curry, 2019). For start-ups, the transition to digital and green economies can be facilitated by financial support (Bran et al., 2018). A successful transition can be achieved with the help of a skilled workforce (Costache et al., 2015). The way companies operate is influenced by the digitization process (Androniceanu et al., 2017). Thus, it is considered that those companies that have made the transition to new business models based on digital technologies are more advantaged (Burlacu et al., 2019). Measures to accelerate the economic recovery, due to periods of crisis, can be based on resilient supply chains. For the workforce, in such situations, it is necessary to apply new standards and regulations (Ionita et al., 2009). Companies can thrive if they have a skilled workforce and quality jobs (EC, 2021).
Over the years, the workforce in companies is influenced by the way employees view their own careers (Sarbu et al., 2021). The solutions they adopt also have effects on the

|[1]Bucharest University of Economic Studies, Romania

companies they belong to. Career transitions are considered to be due to both technical progress and globalization (Sullivan & Ariss, 2021).
Situations may arise in which an expansion of production capacity and, implicitly, an increase in labor force is a consequence of the existence of competing companies for which production costs are lower (Grodzicki & Skrzypek, 2020).

2. Literature Review

The service-based economy, as well as the possibility of conducting digital business transactions, has led to the development of small and medium-sized enterprises (Radulescu et al., 2021). Thus, in terms of economic development, they can become a key driver (Tolstoy et al., 2021).
The decision to locate or to continue the activities of a subsidiary of a foreign company depends on the degree of income taxation in the host country. Also, the level at which the company invests in that subsidiary depends on these taxes (Farah et al., 2021). At the same time, migration influences the labor force in a country (Negescu Oancea, et al., 2020). This phenomenon leads to both significant demographic changes and changes in the workforce (Hajro et al., 2021). The increasing participation of companies in international markets is due to the economic transition (Jianu et al., 2019). Regardless of their size, as well as the year of establishment, companies participate in an internationalization process (Ipsmiller & Dikova, 2021).
Business process management allows companies' management, through different methods and techniques, applying various tools, to design processes, to manage models and new technologies (Reijers, 2021).
Digitization has allowed automation and control systems to be used in production and transportation processes in various industries (Boyes et al., 2018).
Industrial competitiveness can be achieved with the help of people who have the skills needed to apply artificial intelligence and new technologies (Burlacu et al., 2019). From this point of view, the measures that allow participation in education and training programs are important (Androniceanu & Burlacu, 2017). Changes in the labor market require the retraining or upgrading of staff in companies (Sarbu et al., 2021).
Acquiring those skills and that level of education that meets the demands of the labor market is a goal of any employee (Lindemann & Gangl, 2019).
However, it is considered that worldwide there has been a decrease in qualified educational standards through the rapid increase in the level of education (Sari et al., 2016)
For many industries, funding in education has led to the modernization of employee skills (Pasławski et al., 2016).
Also, in order to ensure a competitive industry, new sustainable economic models must take into account the need to invest in digitization, clean technologies, artificial intelligence, as well as in innovation and research. In production processes, the importance of improving industrial competitiveness increases. Research and innovation contribute to this aspect, but also to increase the efficiency of resources, respectively of primary and secondary raw materials.
Globally, the industrial sector consumes the most energy. The biggest challenge is to reduce energy consumption. This reduction is intended to take place without adversely

affecting productivity and profits (Mawson & Hughes, 2019). Access to raw materials and low-emission greenhouse gas services is a requirement of the new economic environment. Adapting to these changes allows the industry to remain competitive.
An improved interaction between the sectors of economies and educational institutions allows future graduates to acquire those skills that will help them in future jobs (Musaeva, 2015).

3. Methodology of Research

The article presents an analysis of employment in companies active in the Member States of the European Union. The evolution of the establishment of active enterprises according to their branches of activity is also addressed.
From the point of view of mobility, employment in foreign affiliates of domestic enterprises is another subdomain analyzed in the article. The article presents an analysis of the way in which expenditure is shared at the level of enterprises in the Member States of the European Union.

4. Results and Discussions

Depending on the existing data on the EUROSTAT website, the following table presents the comparative situation of the share of persons employed in foreign affiliates of domestic enterprises in the total number of persons employed (%).
It is observed that in 2018, compared to 2010, the share of persons employed in foreign affiliates of domestic enterprises in the total number of persons employed increased in: Denmark (+14,86%), France (+4,79%), Belgium (+3,62%), Malta (+3,38%), Sweden (+2,77%), Lithuania (+2,69%), Portugal (+2,30%), Croatia (+2,30%). Also, in 2018, the highest values were recorded in: Denmark (39,92%), Ireland (39,86%), Luxembourg (39,21%), Sweden (30,76%), France (29,23%), Finland (24,29%). The lowest values were in: Romania (0,13%), Czech Republic (0,95%), Slovakia (1,01%), Poland (1,28%), Hungary (1,49%), Latvia (1,71%), Greece (1,78%).

Table 1: The comparative situation of the share of persons employed in foreign affiliates of domestic enterprises out of the total persons employed (%), 2010-2018

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Belgium	7,32	9,3	9,3	13,03	12,68	11,67	11,21	10,62	10,94
Czechia	0,92	0,83	0,83	0,93	0,99	0,91	0,82	0,93	0,95
Denmark	25,06	39,99	39,99	40,78	40,87	40,59	40,35	:	39,92
Germany	15,82	15,74	15,74	16,28	16,02	16,55	16,41	16,6	16,43
Ireland	39,93	38,81	38,81	:	37,54	37,31	40,28	40,07	39,86
Greece	3,34	3,72	3,72	3,95	3,64	3,58	2,46	2,27	1,78
Spain	6,81	7,89	7,89	6,94	7,49	7,48	7,74	7,8	7,71
France	24,44	25,72	25,72	26,89	27,14	28,18	28,15	28,69	29,23
Croatia	1,88	2,18	2,18	2,32	4,12	4,24	4,22	3,25	4,18
Italy	9,49	10,23	10,23	10,91	11,33	11,25	10,56	:	:
Cyprus	9,78	8,56	8,56	8,16	7,2	6,8	5,86	5,09	4,47
Latvia	1,15	1,26	1,26	1,34	1,38	1,47	1,34	1,58	1,71

GEO/TIME	2010	2011	2012	2013	2014	2015	2016	2017	2018
Lithuania	3,08	3,16	3,16	3,71	4,03	4,49	4,65	4,84	5,77
Luxembourg	52,4	45,36	45,36	46,67	44,45	43,47	41,62	41,52	39,21
Hungary	1,56	1,75	1,75	1,92	1,76	1,65	1,47	1,56	1,49
Malta	3,53	4,05	4,05	5,24	5,05	5,79	7,05	7,59	6,91
Austria	18,01	17,94	17,94	17,33	17,23	17,1	16,84	17,53	18
Poland	0,96	0,97	0,97	0,93	1,07	1,08	1,18	1,17	1,28
Portugal	3,59	3,33	3,33	5,21	5,6	6,1	5,91	5,74	5,89
Romania	0,04	0,02	0,02	0,07	0,06	0,06	0,11	0,11	0,13
Slovenia	8	8,44	8,44	7,94	5,98	5,51	5,51	5,41	4,87
Slovakia	0,98	1,01	1,01	1,12	1,26	1,16	0,93	0,98	1,01
Finland	25,13	25,66	25,66	23,77	22,55	22,67	25,03	24,01	24,29
Sweden	27,99	28,41	28,41	29,13	30,79	30,99	30,67	30,54	30,76

Source: processing according to data published by EUROSTAT, 2021

The evolution of this indicator, for the European Union, is shown in the following figure:

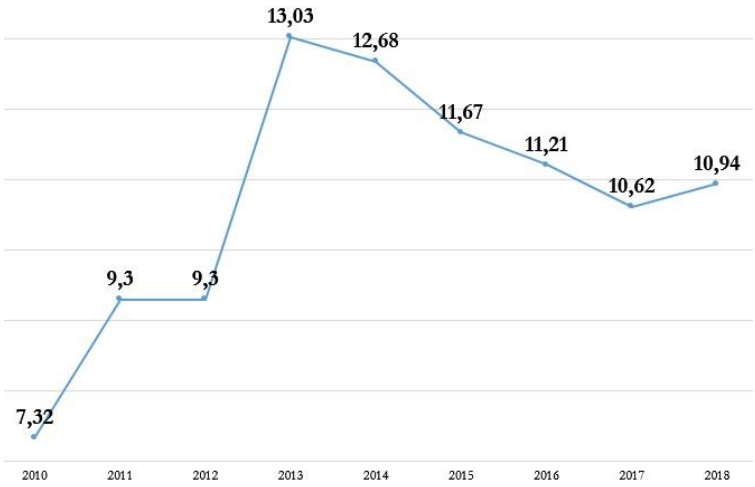

Figure 1: The evolution of the share of persons employed in foreign affiliates of domestic enterprises from the total persons employed, 2010-2018
Source: processing according to data published by EUROSTAT, 2021

From the previous figure, we notice that the values of the share of persons employed in foreign affiliates of domestic enterprises in the total number of persons employed had an ascending evolution for the period 2010-2013 (from 7,32% to 13,03%). In the period 2013-2017, the values had a downward evolution (from 13,03% to 10,62%). It is also observed that for the period 2017-2018 the trend is increasing.
From the data processing on the EUROSTAT website, the following table shows expenditures of enterprises by area of expenditure, for the total economic activities, for the countries with the highest values (thousand euro).

Table 2: Comparative situation of expenditures of enterprises by area of expenditure, for total economic activities, 2018, (thousand euro)

Expenditures	Germany	Spain	France	Italy	Poland
Expenditure on innovation (including R&D)	157904304	18434192	65601487	45510295	8561178
Expenditure on R&D activities	90942308	10109703	52127546	22289067	3801949
Expenditure on R&D performed in-house	76111948	7930272	37207982	16807357	3391354
Expenditure on R&D contracted out	14830360	2179433	14316246	5481709	434617
Expenditure on innovation (excluding R&D)	66961996	8324489	13473943	23221230	3988916
Own personnel working on innovation	11513534	950788	4599602	6496053	333508
Capital goods for innovation (acquisition of machinery, equipment, software, intellectual property rights (IPRs), buildings, etc.)	38191490	5587624	2487506	6991875	2871480
Services, materials, supplies purchased for innovation	16984018	1786076	4575407	9733300	424908
Acquisition of machinery, equipment, buildings and other tangible assets	126221160	51585202	920932984	:	97866358
Software development, database work and data analysis (include in-house costs and purchased services)	36136209	7100875	93140353	:	3699029
Registering, filing and monitoring own Intellectual Property Rights (IPRs) and purchasing or licensing IPRs from others	3674694	776501	4858008	:	540808
Marketing, brand building, advertising (include in-house costs and purchased services)	48324841	10907751	68727427	:	5247076
Training own staff (include all in-house costs including wages and salaries of staff while being trained, and costs of purchased services from others)	6749462	1107602	44891996	:	2680906
Product design (include in-house costs and purchased services)	3790501	4919652	20242980	:	2099974

Source: processing according to data published by EUROSTAT, 2021

Thus, from the data presented, for the field of expenditure on innovation (including R&D), total economic activities, the largest amounts were spent by Italy (33.33% of the total amounts spent), Germany (22,61% of the total amounts spent) and Spain (14% of total amounts spent). Another field with high shares is: acquisition of machinery, equipment, buildings and other tangible assets. For this area, Poland had the highest expenditures (71,99% of the total amounts spent), followed by France (68,36% of the total amounts spent), Spain (39,17% of the total amounts spent) and Germany (18,07% of the total amounts spent).

Germany also had high expenditures for: expenditure on R&D activities (13,02% of total sums spent), expenditure on R&D performed in-house (10,90% of total sums spent) and expenditure on innovation (excluding R&D) (9,59% of the total amounts spent). Spain

also spent more on: Marketing, brand building, advertising (includes in-house costs and purchased services) (8,28% of total amounts spent), expenditure on R&D activities (7,68% of total amounts spent), expenditure on innovation (excluding R&D) (6,32% of total amounts spent).
Another indicator analyzed is newly born enterprises. Thus, the following figure shows the comparative situation of the number of newly born enterprises in 2015 and which are still active in 2018.

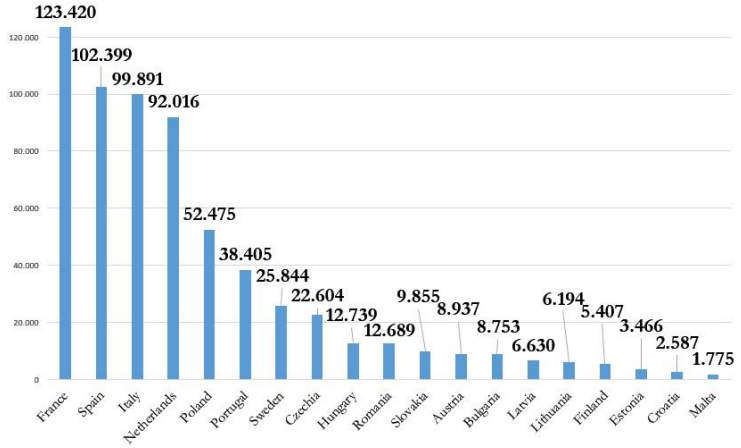

Figure 2: The comparative situation of the number of newly born enterprises in 2015 and which are still active in 2018
Source: processing according to data published by EUROSTAT, 2021

From the previous figure, it can be seen that most newly born enterprises in 2015 and are still active in 2018 are found in France (123420 enterprises), followed by Spain (102399 enterprises), Italy (99891 enterprises), Netherlands (92016 enterprises).) and Poland (52475 enterprises). The fewest are in Malta (1775 enterprises), Croatia (2587 enterprises), Estonia (3466 enterprises), Finland (5407 enterprises).
Given the situation analyzed above, the following table presents the comparative situation of the number of employees in newly born enterprises in 2015 and which are still active in 2018.

Table 3: Comparative situation of the number of employees in newly born enterprises in 2015 and which are still active in 2018

Countries	Industry (except construction)		Construction		Wholesale and retail trade; repair of motor vehicles and motorcycles		Transportation and storage		Accommodation and food service activities	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Bulgaria	3815	2906	6779	2523	12299	6500	2132	1168	1992	2498
Czechia	:	6308	:	3610	:	8729	:	1585	:	2368
Denmark	406	:	1252	:	1468	:	523	:	1003	:
Estonia	1082	816	1452	966	3767	1322	298	394	379	485

Countries	Industry (except construction)		Construction		Wholesale and retail trade; repair of motor vehicles and motorcycles		Transportation and storage		Accommodation and food service activities	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Spain	:	:	82356	33330	68154	61255	19313	14318	:	39772
France	:	14035	:	28675	:	38751	:	17084	:	21054
Croatia	:	1109	:	733	:	2800	:	117	:	910
Italy	31254	29578	49734	25511	47127	48344	18842	24470	21004	34660
Latvia	:	1257	:	1860	:	3498	:	930	:	1660
Lithuania	:	1148	:	1459	:	2812	:	1059	:	921
Hungary	2741	2364	1849	2453	7007	7935	1228	1419	1142	2241
Malta	:	303	:	307	:	965	:	126	:	486
Netherlands	2471	5548	6039	10320	9646	21187	1718	3913	3292	15181
Austria	1232	913	2030	2565	3144	4733	1229	:	2052	3566
Poland	26717	16583	14761	12414	36213	25615	7068	7926	5674	5882
Portugal	:	5680	:	6368	:	12025	:	1541	:	11563
Romania	9683	3511	9194	4495	27930	10167	3056	3131	1572	3211
Slovakia	1785	2986	828	1338	4330	5350	1441	1103	989	619
Finland	372	483	1264	1956	1098	1286	517	532	523	1023
Sweden	:	1300	:	5954	:	5287	:	1452	:	3891

Source: processing according to data published by EUROSTAT, 2021

It is noted that for the Netherlands, for all sectors analyzed, the number of employees increased in 2018 compared to 2008. The highest increase is recorded for wholesale and retail trade; repair of motor vehicles and motorcycles (+11541 persons) and for accommodation and food service activities (+11889 persons). Also, among these sectors, in 2018 compared to 2008, the most significant decreases are registered for the construction sector. In Spain, for this sector, the number of employees decreased by 49026 persons, and in Italy the decrease was by 24223 persons. At the same time, significant declines for several countries were recorded for the wholesale and retail trade sector; repair of motor vehicles and motorcycles. Thus, we have: Romania (-6563 persons), Poland (-10598 persons), Spain (-6899 persons), Bulgaria (-5799 persons), Estonia (-2445 persons). From the point of view of the degree of development of enterprises, the following table presents the comparative situation of high-growth enterprises measured in employment (growth of 10% or more), for the period 2008-2018.

Table 4: Comparative situation of high-growth enterprises measured in employment (growth of 10% or more), 2008-2018

Countries	Industry (except construction)		Construction		Wholesale and retail trade; repair of motor vehicles and motorcycles		Transportation and storage		Accommodation and food service activities	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Bulgaria	228	150	229	114	447	305	69	73	79	68
Czechia	:	322	:	148	:	427	:	171	:	164
Denmark	33	:	67	:	115	:	43	:	17	:

Countries	Industry (except construction)		Construction		Wholesale and retail trade; repair of motor vehicles and motorcycles		Transportation and storage		Accommodation and food service activities	
	2008	2018	2008	2018	2008	2018	2008	2018	2008	2018
Estonia	104	100	84	66	164	87	42	40	26	39
Spain	:	:	:	2.127	:	:	:	:	:	:
France	:	917	:	1.015	:	1.379	:	565	:	746
Croatia	:	83	:	58	:	152	:	21	:	28
Italy	2.459	2.520	1.302	974	1.526	1.782	638	896	615	1.140
Latvia	:	71	:	95	:	146	:	73	:	30
Lithuania	:	78	:	72	:	119	:	126	:	31
Hungary	173	185	144	134	370	330	88	80	93	136
Malta	:	41	:	16	:	89	:	30	:	40
Netherlands	691	899	370	542	1.356	1.860	419	473	599	1.054
Austria	111	101	131	166	222	193	82	58	120	183
Poland	:	966	:	:	:	1.075	:	349	:	:
Portugal	595	652	499	382	594	654	176	193	279	442
Romania	124	59	135	28	352	126	42	26	29	26
Slovakia	90	59	34	26	183	136	50	61	24	39
Finland	123	66	111	175	254	136	73	65	42	61
Sweden	:	239	:	427	:	461	:	205	:	189

Source: processing according to data published by EUROSTAT, 2021

Depending on the data available, it is observed that for certain sectors of activity, respectively certain countries, the values increase or decrease. These differences can be explained by the degree to which these sectors are developing and allow the opening of new jobs within companies. For example, the Netherlands had increases for all sectors analyzed. For industry (from 691 enterprises in 2008 to 899 enterprises in 2018), for construction (from 370 enterprises in 2008 to 542 enterprises in 2018), for wholesale and retail trade; repair of motor vehicles and motorcycles (from 1356 enterprises in 2008 to 1860 enterprises in 2018), for transportation and storage (from 419 enterprises in 2008 to 473 enterprises in 2018), for accommodation and food service activities (from to 599 enterprises in 2008 to 1054 enterprises in 2018). Italy also had increases for several sectors, such as: accommodation and food service activities (+525 enterprises), transportation and storage (+258 enterprises), wholesale and retail trade; repair of motor vehicles and motorcycles (+256 enterprises).

Regarding the decreases, from the presented data, only Romania had decreases in values for all the analyzed sectors. The most significant decreases were in: wholesale and retail trade; repair of motor vehicles and motorcycles (-226 enterprises) and construction (-117 enterprises).

5. Conclusions

It is believed that industry and related services can stimulate sustainable growth, employment and economic development in Europe (EC, 2021).

It is observed that in 2018, compared to 2010, the share of persons employed in foreign affiliates of domestic enterprises in the total number of persons employed increased in all European Union countries.

Expenditure on innovation, followed by the acquisition of machinery, equipment, buildings and other tangible assets, are the areas for which expenditures had the highest values. Also, at least one thousand newly born enterprises in 2015 are still active in 2018 for each country in the European Union.

The number of jobs will decrease mainly in those sectors that are closely related to technological processes (Angheluţă et al., 2020). Thus, current employment patterns will change (CEDEFOP, 2018).

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