

ENTREPRENEURSHIP AND SOCIAL CAPITAL IN ROMANIAN VILLAGES*

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Entrepreneurship could be considered for the present Romanian rural communities not only as a social innovation but also as a set of answers to milieu or environmental challenges. The complex relations between entrepreneurship as a social re-invention and social capital are analyzed on the basis of a large sample, representative for the Romanian rural population.

Entrepreneurship as social innovation

Being entrepreneur in an emerging market economy is a social innovation. It means learning a new role that is far from what communism taught the people to be. Learning in an adverse environment a new role - this is the great challenge of the rural entrepreneurs in Romania. The environment of the early 1990 was a deterring one by the economic poverty of the countryside, the decreasing demand on the urban markets due to the general economic decline and the downfall of the agriculture in the transition process from the inefficient agricultural cooperatives to a private farming

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