



The grounding of the regional development strategies

Cristina DIONISIE - "Petre Andrei" University of Iași

The paper reveals some issues that may be taken into account when grounding the regional strategy for development starting with the negative results from the post-socialist period. The study is a speech for the use at regional level of the triple bottom line principle in the management process. Formulating the strategic objectives, be they general or specific, observing the 3 aspects of the triple bottom line may contribute to surpass some managers' vision who are only interested in making short-term profit. The study has to take into consideration the real problems that have appeared in the grounding of the regional strategy. Neglecting the social and ecological efficiency has become a real problem with respect to maintaining a positive image of the Romanian integration process and in fulfilling the obligations assumed that refer to the social and life standards. One of the objectives of this paper is also to analyse the regional discrepancy and to offer some criteria and strategic marks for the grounding of the regional strategy.