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# **ECONOMIC GROWTH AND INVESTMENTS IN THE LIGHT INDUSTRY AND THEIR IMPACT ON THE SHORT-TERM FINANCIAL BALANCE AT THE ENTERPRISE LEVEL IN ROMANIA COUNTY**

### **Abstract:**

The economic development at European level has increased the demand for products from the light industry, the consumers being better informed and with a demand on the goods they purchase for personal use and the presentation of their own images (footwear and clothing).

This has generated a high level of investments in technology and creation in the field, ensuring a high degree of employment for the majority of women, which has contributed to the substantial increase in the employment rate in Romania county and a considerable increase in income per year. family, with immediate impact on the development of the region and the consumption of the main components of the integrated demand.

The industries that need a lot of employees in some labor sectors being mainly in costs, the financial balance regarding the assurance with resources of the process of creation and production of these goods implies the allocation of a large volume of financial resources and many specific situations for their management.

The negative impact of the development was manifested after a period of increase of the average wage in the economy with influence on the cost of maneuver in the structure of the products resulting in the failure of the majority of small and medium-sized enterprises in the light industry sector. 5 years analyzed in the study to be presented.

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### **Keywords:**

Footwear and clothing, short-term financial balance, cost of maneuver

**JEL Classification:** D00, E23, F36