

## **DIFFICULTIES FACING CHALLENGES KOSOVO BUSINESSES FOR INCREASING THEIR COMPETITIVENESS WITH OTHER BUSINESSES IN REGION AND ABROAD**

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### **Abstract**

In terms of the global economy emerging economies like Kosovo economy is, face with many difficulties. These difficulties in the economy as a whole have also followed Kosovo Businesses in particular where these businesses are faced with difficulties of different nature as it is lack of financial capital, lack of professional staff which will continuously follow economic changes in the region and the world as well as a total lack of infrastructure which has an impact on increasing the competitiveness of these businesses. Kosovo businesses are mostly small businesses which still lacks capital union between a certain numbers of businesses in order that these businesses to be competitive in the global market. These businesses also face with fiscal policies applied so far in Kosovo which did not stimulate their growth and even enhancing the competitiveness of these businesses against other businesses in the region or beyond.

In this paper we have analyzed some aspects of fiscal policies and other economic policies applied in Kosovo which have been faced Kosovo businesses and we will do a comparison of these policies with those that apply in some countries of the region, we will also focus on steps to be taken by those businesses their self which steps would help in increasing the competitiveness of these businesses compared to businesses abroad. Also after analyzing and comparing of several economic and fiscal policies applied in the countries of the region we will recommend some economic and fiscal reforms which can be made by governmental institutions which reforms will have an impact and would give a new and strong boost in order that Kosovo businesses will increase competitiveness of their products and services and with that also increasing of profitability and rentability.

**Keywords:** competitiveness, businesses, fiscal policies, challenges, reforms.