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Sustainable Business Development in the Vision of Europe 2020 Strategies and Growth of Urban Economies

¹Abbas Issa, ² Habib Kabalan, ³ Sharbel El-ammare

¹International University of Beirut, Lebanon PhD Candidate, Bucharest University of Economic Studies, Romania

Abbas.issa@liu.edu.lb

²PhD Candidate, Bucharest University of Economic Studies, Romania, habib.kabalan@gmail.com

³PhD Candidate, Bucharest University of Economic Studies, Romania, Charbel.alammar@gmail.com

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ABSTRACT

New policies and rules oblige the European markets to enroll as one single unit. Improving each market unit increases the competitiveness of the European unit market to compete globally and to attract international investors. Investor's criteria have changed within the selection of place. Now investors are looking for cities and not countries; they are escaping from the high investing cost of London and Paris, to benefit the young talent of human resources, and lowest rentals are at Lisbon. Europe market is based on cities rather than countries, investors are focusing on urbans where there are no competitors, and logistics are available.

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Corresponding author's email address: Abbas.issa@liu.edu.lb

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1. Introduction

Economies' sustainable growth is the result of governmental regulations, strategies, and environmental development. Governments are interacted directly in the capitalist system through the legitimates, administrative regulations, and taxes that formulate the market frameworks, all market conditions are estimated from the governmental market framework that regulates economic actors to employ more investments to produce, and create new goods and services (Scott, 2000). Economic actors have the right to compete between each other according to governmental laws and regulations that ensure the sustainable growth of the economy.

Strategic plans and decisions are needed to put Europe on a balanced growth market. Market's observation for Europe shows the shine of cities and the collapse of others. The challenges of economist are how to ensure sustainable growth, secure jobs, and prosperity. Smart, sustainable, and inclusive

growth are the concepts of Europe 2020 strategy, they are pointed as the essential aspects and alternately boost seniorities to ensure the growth of economy (Naldi et al., 2015). The three issues are represented as a formula to solve the gap between European Union EU and its trading partner and to sustain the growth of urban economies through improving productivity, research and development (R&D), and innovation. The objective of the EU 2020 strategy has used knowledge context to launch a new generation of smart economy more oriented toward using digital services (Lee, N., & Rodríguez-Pose, A., 2013).

To face the worldwide economic crises Europe 2020 has developed an economical growth framework, the developed framework is mainly formulated on smart growth, and smart development to solve the problems of unemployment, and government's debts (Commission, 2010). Europe needs regulations that assure the increasing of growth rate, economy growth starts from urban economy development and that will be reflected by the investment in knowledge innovation. For the European commission 2020 strategy has employed three main axes: "i-Smart growth: developing an economy based on knowledge and innovation; ii-Sustainable growth: promoting a more resource-efficient, greener and more competitive economy/decoupling economic growth from resource use; iii-Inclusive growth: fostering a high-employment economy delivering social and territorial cohesion".

Regional growth is the target of the European Union, the dominance of cities steals the focus of investors from other areas in the same country, thus leads to unbalanced economic growth between the different European regions. European Union needs new policies to maintain the balanced growth between different European urbans, the new policies must fit all the regional requirements considering knowledge, and place (Camagni, R. & Capello, R., 2013). Barca, (2009) recommended that EU regulations and policies require a new regulation framework that considers local qualifications, and regional advantages as the base of economy growth supported by knowledge and innovation.

In the context of European regional strategies, it is unclear the measures of the European smart police which are to fit the requirements of the rural regions. To support the growth of rural regions' economies, the smart growth strategies have to apply embeddedness, relatedness, and connectivity between the rural regions and the near urbans that have large population, and growth industry (McCann, P. & Ortega-Argilés, R., 2015). Thus, rural areas benefit from the advantage of the nearby urbans to boost growth (Renski, 2014). Rural regions have different cultures, and different economic conditions, while others are suffering from the limitation in resources and market access. The unbalanced growth of the rural regions results unbalanced accessibility, shortage in talents, and negative unbalanced immigration, consequently, smart policies have to consider the absent of potentials for the endogenous growth (Bilbao-Osorio, B. & Rodríguez-Pose, A, 2004).

Attraction of talented people has been pointed as the target of the European policies, European governments who are the regulators of the legislation have to motivate and push expert people to orient toward rural regions to contribute in the development of folk (McGranahan, D.A., Wojan, T.R., & Lambert, D.M. , 2011). European urbans are characterized by their diversity of cultures, each society has its own specifications that complicate that task to put common measures of smart growth. Policies have to fit the immanence of each urban to support the boost growth (Naldi et.al, 2015).

Europe 2020 policies are oriented towards determining knowledge and innovating the fundamental aspects of economy growth, in context to building industry is based on education, research, knowledge, and innovation (Foray, D., David, P.A. & Hall, B., 2009). Thus, smart policies have been founded on innovation and knowledge bases, but it is not enough to put national strategies, the target of the smart growth policies is to be applied more on rural regions to sustain the endogenous development. The innovation will interact with many different economic sectors to improve services, to create new markets, to modify the business model, and to seed the start of small and medium enterprises SME (Naldi et.al, 2015).

In the context of innovation strategies, technology possesses the big role in the endogenous development. Information and communication technology ICT reduce the expenses of entering new markets and facilitates the connectivity between different parties in low prices. Thus, the new innovation strategies have to mention the ICT as the black horse to develop the urban areas (Thissen et al., 2013). To achieve the urban economic growth smartly, European governments have to invest in the information technology systems to connect different geographical areas and to create a new digital market that aims to focus more on the weak economies urbans.

This study aims to analyze the urbans' economies by using SWOT analysis, to discover the strength and weakness of the current urban's economy and at the same time to determine the opportunities of the European urbans to boost their growth and display the threats of future challenges to the European governments. TWOS matrix will be used to place a new strategy that fits the requirements of the European urbans, the new strategy has to reflect the visions of the Europe 2020 it will be based on knowledge and innovation to reflect smart, sustainable, and inclusive growth. The paper will continue to represent the future challenges of policies' makers in terms of technology implementation since the base of innovation in market is the ICT.

2. Methodology

This paper is aimed to represent old studies that discussed Europe 2020 vision; depending on the previous studies a SWOT analysis will be performed to understand the European regions strengths, weaknesses, opportunities, and threats in term of smart economic growth. TWOS matrix technique will be used to analyze the current European 2020 policies in relation with the strengths, weakness, opportunities, and threats to deduce a new strategy that fits the requirements of European urban's smart growth. The new strategy will be supported with secondary data analysis from Euro stat.

3. European Urban Analysis

Strengthening recovery is the story in most of Europe's major cities; expanding economics, more liquid credits, low interest rates, and growing demand from occupiers underpins an optimistic view of real estate. Studies have not shown any poor investment in 2016, the prospect investment has increased from 2006 to 2016 (Phillips et.al, 2016). German's economy has shined since 2016, the brilliant of Dutch capital Berlin has ranked it between the top 10 cities in Europe for both investment and development, while Hamburg comes to ensure the domination of German, Hamburg attracts more than 60% of investments are foreign most vendors escape from the high investment costs of London and Paris to exploit Hamburg location on the sea (Commission, 2010).

Portugal returns to its health; the dramatic recovery and the trans-Atlantic connections of Lisbon has increased the credibility of Portugal (Phillips et al. 2016). However, Birmingham reserves its place between the top European cities for investment while on the other side, the trend of the French cities has returned with the 5% increase of the property prices in Lyon (Jane Roberts & Stuart Watson, 2017). On the other side, Milan is ranked between the most expensive eleventh city around the world with a GDP €39.277, 18 (Expo-magazine, 2017). The charming of fashion mentions the Italian city as the fashion capital thus has centered Milan the target of investors, banks, business, and trade. Unfortunately, Stockholm retains between the cities of monetary regulation development, while Dublin in the previous year's reaches an average of growth 2.4% annually after the successful fare from Brexit (Fitzgerald, 2016).

On the other side, Madrid remains the target of ventures and business developers the rental facilities have attracted talents around world to start their business this has enhanced the Spain economy growth (Jane Roberts & Stuart Watson, 2017). For the French cities, the Roberts and Warson also claimed that Lyon has achieved in the last years a growth over 5%, while Amsterdam sustains on hosting the speculators from the high expensive investments in London and Paris. The quality of Zurich life has climbed the city to the top European cities that are formulated as the destination of tourism and hospitality however,

Vienna comes as the global city of life living. In the year 2017, Prague's economy comes back from death to reserve it rank between the 20 top European cities that invest in commercial property market. (Miller, 2016)

3.1 European Urban Strength Factors

3.1.1 Startups & Technology Infrastructure

The common trend in technical economy startups has changed Europe to the hub of all new ideas to be generated. Berlin has possessed the opportunity of the diverse wealth, the strong Dutch economy, and the amazing technology infrastructure to change the city to Europe Tech Hub facilitating new opportunities for talents around the Atlantic to run their operation from there while on the other hand (Phillips et.al, 2016). Still Berlin remains according to Verhoog, (2016) the second opportunity for innovators to start their new tech business escaping from the high costs of Silicon Valley and London. However, London remains as the dream place for new entrepreneurs to invest in, while Lisbon is attracting more the young talent because of its life style and the acceptable costs to start a small business (Tech.co, 2016). On the other hand, Stockholm's intense knowledge puts the city on the track of innovation and tech the investment in technology infrastructure and the continuous development of the internet infrastructure have put the city on the right track to hold startups.

3.1.2 Rise of Substitute Urbans

The big name of Europe is existing in the old capitals, but the great values of Europe communities have been found in the smallest cities. In-general, investors escape from the high costs' investments in the shadow cities like London, Paris, and Milan toward substitute urbans trying to create new opportunities. As example, office areas and rental costs could be reflected positively on urbans like Copenhagen. Similarly, the high costs of London and the limitations of offices areas capacities have changed the directions of investors towards new urbans to share the large offices capacities and the lowest business startups costs (Jane Roberts & Stuart Watson, 2017). This has placed Hamburg on the top urbans of development, prospects and construction it is expected to deliver 127000 square meters of new offices (Philips et.al, 2016). Consequently, Copenhagen the cheaper operator in Scandinavian cities in IT, HR, research and development offers offices rental in 50% cheaper than Stockholm.

3.1.3 Financial & Governmental Regulations

Europe commission pursues to develop new regulations and policies to sustain economy development and prosperity. Europe union countries have reflected the vision of Europe commission through the prompt of new legacies that develop their economies. Vienna government has integrated with the public sector to achieve dynamic regulation policies, the new strategies have essentially invested in healthcare, education, and infrastructure (Brauner, 2015). Similarly, Czech Republic policy makers are performing well in increases the indicator of personal security, work life, and social connection to limit poverty (OECD, 2016). On the other hand, Belgium has invested in the transport infrastructure to satisfy the growth of their economy after the last touristic attacks (Jane Roberts & Stuart Watson, 2017).

3.2 Weakness

3.2.1 Unbalanced urban economy growth

Balanced economy growth will sustain the growth financial investment and future development of different economic aspects, while unbalanced growth will leave the heavy duties on some European members (Pettinger, 2018). Consequently, the unbalanced economy growth will cause the appearance of Dutch disease; the rapid development in a certain industry will lead to decline in other sectors (Kiev, 2014). In Europe, many industries decaying and peripheral urbans complete to suffer a sustainable long-term decline in employment and competitiveness, on other hand, other shadow urbans continue to gain and increase their market shares (Dijkstra, L., Garcilazo, E. & McCann, P., 2015). Consequently, as a result of the unbalanced growth many regions have been strenuous pummeled by crisis like the case of

inner London more employment than the rest of the south-east regions.

3.2.2 High investment costs

In 2017, the highest investment costs among the European union members states was found in Finland at 33% above the average, while the cheapest investment costs are Romania (eurostat, 2018). The figure below (figure 1) shows that Iceland, Norway and Switzerland record the highest investment costs for investments.

Figure 1, Source: <https://ec.europa.eu/eurostat>

3.2.3 Unemployment

Europe union members have developed around 45 strategies depending on the Active Labor Market Programs (ALMP) to reduce the segment of unemployment (Kluve, 2010). Economists have determined Denmark as a woeful market up to 2011, Copenhagen now appears to be “noteworthy”. The Danish capital has “good dynamics in term of younger segments of the population” (M. Phillips, L. Scoot, S. Watson, & P. Strohm, 2016) Denmark offers the best business conditions in the Nordics in terms of availability of skilled, ambitious and motivated employees. Copenhagen owns the most flexible labor market regulations and policies. hiring and firing can happen almost from one day to another; the total employment costs are significantly lower than in Sweden, in Denmark employer paid social security contributions are less than 1% of salary (fdibenchmark, 2017). Birmingham provides a stable real estate market that does not have the sort of wild appreciation/depreciation swings that plague bigger markets like New York and California. Real estate investors know the unemployment rate and job creation rate are important factors to consider when seeking a location. Good news for those seeking to invest in Birmingham, which has an unemployment rate of 4.6%, placing it 14th out of 49 large metropolitan areas. Birmingham also ranks 19th out of 50 in job creation and boasts a GDP growth of 3.8%, outpacing the national average of 2.5%, placing the Magic City in the top 15% of metropolitan areas. (alliancewealthbuilders, 2015)

3.2.4 Political issue

Yet there are some clouds with the EU, the Swiss people voted for an initiative that wants to limit immigration. This contradicts the international treaties with the EU that guaranteed free movement of people. This initiative may put all bilateral trade agreements between Switzerland and the EU at risk. In addition, international science funding has become more complicated. This hits the Swiss universities severely, since they receive a considerable amount of funding from outside Switzerland. In addition, the strength of the Swiss franc has damaged the competitiveness of the country’s exporters. Nonetheless GDP growth is expected to increase to 1.6 percent next year.

Brexit has added instability to the viewpoint and is required to be a net negative for Ireland. Notwithstanding, two qualifying components ought to be noted. Right off the bat, some slippage can be managed as the Irish economy is plainly growing vigorously at present. Besides, despite the normal effect of Brexit Ireland is conjecture to keep demonstrating hearty yield and occupations development (Savills, 2016).

3.3 Opportunities

The strength of European urbans is inspired from the ancient continental the center of innovation and development. Through centuries Europe has imposed itself as the spiritual motivator for all countries around the world. The mixture between different cultures and races has generated a powerful base to attract talents to invest their experience in the growth of European economies. Europe industries has burn in the sixteens century, the coming industrial revolutions that Europe has witnessed put Europe as the economy development leadership (Wallerstein, 1979).

Europe geopolitical location has changed many cities to center of the international trading. The location of Hamburg puts the city as the center of Europe connections through its largest port in the world (Merk, Hesse, 2016). While Milano the land of media, national newspapers, and telecommunication companies completes as the dominance in TV companies like Mediaset and international internet providers such as Altavista, Google, Lycos, Virgilio and Yahoo! establishing their Italian operations in the city (Expo-magazine, 2017). Furthermore, Sweden the international supplier of metals and mining has stronghold Stockholm (Krüger, 2016). On the other hand, the geopolitical location of Spain has empowered the hotel sectors (Rodríguez, 2017). While the shaming of Vienna attracts tourists around the world (Brauner, 2015).

3.4 Threats

The political situation of Europe is the impact of the migration within and from out the European union, thus is clearly appeared in June 2016 when Brexit people have voted to leave the European union, later the major amelioration of the elections campaigns is migration (EuroMemo, 2016). According to Cesarani and Fulbrook, 1996, many European countries claimed from migrations impacts on social resources, threats to national security, and culture symmetries (Cesarani, D. & Fulbrook, M., , 1996).

Over the previous years, European union spent more on the military forces and most of the political intension is focused on the Middle East & Libya war and especially the war in Syria where some European countries went to arm military groups in Syria (EuroMemo, 2016). The direct intervention in the terrorism struggle has reflected on the Europe as social crisis and refugees.

3.5 SWOT Analysis

The urban economy analysis in chapter one shows the strengths, weakness, opportunities, and threats in the figure 2

Urbans Economy SWOT	
Strength ✓ Financial & Governmental strategies & polices ✓ Talent people & Leaderships ✓ Technology investment & development ✓ Startups Ecosystems Rise of Substitute Urbans	Weakness ✓ Unbalanced Urban Economy Growth ✓ High Investment Expenses ✓ Unemployment ✓ Political Issues

<ul style="list-style-type: none"> ✓ Rise of Substitute Urban ✓ Research & Development 	
Opportunities <ul style="list-style-type: none"> ✓ World's Economy lies in Europe ✓ Europe Union reputation ✓ Geographical Location ✓ Shipping Industry ✓ Anciently 	Threats <ul style="list-style-type: none"> ✓ Migration ✓ Social Crisis ✓ Terrorism

Figure 2 - European Urban SWOT

Source: Developed for this Paper

EU's economy power lies in developing strategies, and policies that ensure the sustainable economy growth by investing in technology, transport, energy, etc. The urban economy SWOT analysis shows a set of strengths variables, governmental economic strategies form the stone corner that affects directly, or indirectly the other variables (figure 3).

Figure 3 – European Economy Independent & Dependent Variables

Source: Developed for this Paper

4. Europe Economy Tows Matrix Analysis

Today European Union countries have to engage in new sophisticated strategies development. Conceptually strategies simply are based on analyzing current and expected future situations, determining the visions of the union toward achieving the objectives of sustainable economy development. The process is complicated; it demands a formal approach to identify the external opportunities and threats to match the internal strategies development's needs.

Strategies are general programs to ensure sustainable development that emphasize the right usage of resources to achieve objectives. Europe union has to set new objectives that ensure the parallel

development of weak urban economies, strategies comes according to these objectives to change the way of operating. Each strategy has to be developed into set of related goals to put Europe union members on the right track OD development and property.

TWOS matrix in figure avails as a conceptual framework to develop future strategies, it is based on the combination of different factors internal and external to tailor a future vision for the European union. Internal strengths and weakness variables are integrated with the external variables opportunities and threats to develop new tactics that are based on strengths and opportunities to solve the weakness variables and to imitate the threats forces (Weihrich, 1982).

TOWS Matrix Europe 2020 Vision		External Opportunities	External Threats
		<ul style="list-style-type: none"> • World's Economy lies in Europe • Europe Union reputation • Geographical Location • Shipping Industry • Anciently 	<ul style="list-style-type: none"> • Migration • Social Crisis • Terrorism
Internal Strengths	<ul style="list-style-type: none"> • Talent people & Leaderships • Technology investment & development • Startups Ecosystems • Research & Development 	Maxi-Maxi Strategies <ul style="list-style-type: none"> • Industrial policies for the globalization area support SME • Research Agenda • R&D projects combine public & private sectors 	Maxi-Mini Strategies <ul style="list-style-type: none"> • SME strategies to hold new startups • Digital Economy strategies
Internal Weakness	<ul style="list-style-type: none"> • Unbalanced Urban Economy Growth • High Investment Expenses • Unemployment • Political Issues 	Mini-Maxi Strategies <ul style="list-style-type: none"> • Single Market Strategy • Open Economy Strategy 	Mini-Mini Strategies <ul style="list-style-type: none"> • Educational programs to involve migrants into labor market

Figure 4 - European TOWS Matrix

Source: Develop for this Paper

5. Max-Max Strategy

Strength Opportunity strategy is based on the dominates of internal strengths and the external opportunities to ensure sustainability. This situation corresponds to the maxi-maxi strategy whereby it is possible to have strong expansion and diversified development. The matrix shows in figure2.3 the internal strength, and the external opportunities of EU economy. The internal strengths are: Talent people &

Leaderships, Technology investment & development, Employment & Labor Regulations, Startups Ecosystems, & Research & Development, and the external opportunities, while the external opportunities are: world's Economy lies in Europe, Europe Union reputation, Geographical Location, Shipping Industry, & Anciently.

EU can exploit its leader economy and the reputation of the European industries with the support of talent people and startups good ecosystem to put a strategy to prepare and introduce SME for global competition. A smart growth based on knowledge and innovation will create a new competitive environment and will move SMEs to international competition.

Research agenda is essential for the sustainable growth economy. Public and private sectors have to collaborate in common projects to satisfy market needs. For this, a need for a clear agenda is the challenge of the EU leaders; the agenda will set the targets and priorities of each member in the union to be achieved.

6. Max-Mini Strategy

Strength Weakness strategy is based on using the internal strengths to minimize the external threats. The matrix shows in figure 2.3 the internal strength, and the external threats of EU economy. The internal strengths are: Talent people & Leaderships, Technology investment & development, Employment & Labor Regulations, Startups Ecosystems, & Research & Development, and the external opportunities, while the external threats are: migration, social crisis, terrorism.

Accelerator programs with a supportive environment will ensure the growth of SME and especially in the counties that are suffering from crises like the Greek case. Small and medium enterprises are the fundamentals of the small economies with supporting strategies these enterprises will recover their crises.

Moving toward digital market will create new markets and new jobs, SMEs in low costs will be able to compete internationally. New SME strategies and new digital market policies with a well-studied immigration program will give the EU the opportunities to put the fundamentals of balanced growth urban economy.

7. Mini-Maxi Strategy

Weakness Opportunities strategy is the situation to take the advantages of the external opportunities to recover the internal weakness. The strategy has to fix the internal weakness by changing the environmental good conditions into internal operations to limited weaknesses and put an effective plan to change weaknesses to strengths. TOWS matrix shows the weaknesses and Opportunities of the EU market analysis in figure 2.3. The weaknesses are: unbalanced urban economy growth, high investment expenses, shadow urbans, unemployment, while the environmental opportunities are: world's Economy lies in Europe, Europe Union reputation, Geographical Location, Shipping Industry, & Anciently.

The rising of shadow urbans is the problem that many European cities' economies are facing, in Germany the first point of thinking of an investor is Berlin, and Hamburg, these dominant cities absorb the lights on other small cities like Lipchtaat, and others. The unbalanced economy growth between the same countries' urbans create bottlenecks on two or three cities in each country, ignoring the development of other cities.

European members can take the advantage of Europe's economy, and good reputation to operates as one single market with open economy strategy. The creation of one digital single market strategy will give the advantages of SMEs to take the advantages of low costs investment in Lisbon to move toward global competition. The digital single market strategy will remove the domain of cities on others since place has no value in digital operations.

A digital single market strategy with the glorying of the international shipping industry will create new markets, immediately new jobs vacancies will be risen. The new markets need new regulations, policies, and laws to manage the new digital operations.

8. Mini-Mini Strategy

Weakness threats strategy this situation is pauper of any advantage. The purpose of that strategy is not to recover, or stop weakness and threats, but to develop an acting scenario to hold weakness, and to limit threats. the purpose of mini-mini strategy to put a survival plan for “how to face threats and hold on weakness”, the European union main challenge is the terrorism that pushes huge numbers of immigrants to orient toward the dreaming land “Europe”. European members can take the advantage of the immigrants by preparing educational systems that prepare the immigrants to be involved in the European society, and feel of belong.

9. European Usage of Digital Services

European Digital Single Market is the top priorities of the sustainability of the development of the European economies. Digital Economy and Society Index “DESI is an indicator that summarize the percentage of European citizens usage of digital services” identifies the progress of digital development potential steps to improve the digital performance (European Commission, 2017).

9.1 Sharing Online Personal Information

Sharing the personal information on social network is an indicator that evaluates the acceptance of using social media of the European citizens. The bar chart in the Figure 5 shows the indicators of different countries. More than 80% of the interviewee are uploading their personal information on the social networks in Portugal, and Cyprus, while the low percentage is at Slovakia, and Austria more than 30%. The percentage is changing between different age group, in general more than 18 countries have more than 50% sharing their personal information that indicates the usage of social media is in increasing.

Figure 5, Source: <https://ec.europa.eu/eurostat>

9.2 Participating on Social Media

Social media is the current trend in the digital market, the indicator in figure 6 shows that more than 90% in 25 countries are networking on social media, while the low percentage is 35% of individuals in Austria are using social media.

Figure 6, Source: <https://ec.europa.eu>

9.3 Online learning

Digital technology has modified most organizational business model and education is improved more by technology. The density of information leads to create new online teaching courses, not academic courses only, but it goes more advanced. According to figure 7 approximately 30% of individuals in Finland involved in online courses, while less than 5% individuals involved in Slovakia. In general, the percentage is between 5% and 15% in the greatest number of countries. London and France have 12% that is a low percentage, e-learning needs more improvement and clear policies to develop it and make it more acceptable.

Figure 7, Source: <https://ec.europa.eu/eurostat>

9.4 Online Training & Education

Internet has changed search and evaluation of information. Using the online information and especially the feedback of consumers gives a true feedback. Searching for education, and training courses takes a

high percentage in Denmark and Luxemburg approximately 80% that is a high percentage, while the low percentage is at Belgium approximately 40%. As individuals can trust the online information, then policies are needed to encourage these individuals to involve in online learning.

Figure 8, Source: <https://ec.europa.eu/eurostat>

9.5 Cloud services

Cloud computing is the online demand delivery computing power, databases, and applications. Google services are the most popular cloud services; millions of enterprises are depending on these online computing services to support their tech-demands. Figure 9 shows that more than 60% of Netherlands people age between 16 to 24 years are using cloud services, Norway has approximately 60% of its people of age 25 to 34 years are depending on online services to accomplish their jobs. The lowest percentage is at Turkey 15% of the individuals are using cloud services. In general, if Turkey is removed from the model, all countries have more than 30% individuals using cloud services. Cloud platforms are the future of internet, and the usage will increase by time.

Figure 9, Source: <https://ec.europa.eu/eurostat>

9.6 Online Services

Governments are increasing their attentions to make their services more flexible. Using the online services has facilitate the integration between citizens and their governments. Figure 10 shows that 100% of Malta, Austria, and Portugal individuals are using online services to finish their applications, documents, paying bells, and taxes. Fifty percent of Greek, and Romania people are using online services. In general, online services solve the problems of citizens to finish their duties, while governments can depend on these services to get a direct contact with their citizens.

Figure 10, Source: <https://ec.europa.eu/eurostat>

9.7 Internet trust

Building the trust between businesses and consumers is a hard mission and especially in a virtual market. Day after day the trust is increasing, and a bid segment of consumers are oriented toward shopping on line and purchasing from virtual dealers. Figure 11 shows that more than 70% of German individuals trust the online services, and they don't have any problem to repeat transactions, while 15% of Romanian individuals trust the online services. Online trading needs a clear legacy system to ensure quality of services, and to protect consumers.

Figure 11, Source: <https://ec.europa.eu/eurostat>

9.8 Job search

Searching for a job online must facilitate the enterprises contact with talent and skilled people around world. Websites like SearchGate, and LinkedIn are good examples to meet skilled people or to search for working opportunities. Figure 12 shows approximately 60% of Denmark individual's age between 25 and 34 using the online websites to search for jobs, while 10% of Turkey individual's age between 25 and 34 are using the internet to search for jobs.

Figure 12, Source: <https://ec.europa.eu/eurostat>

9.9 Online banking services

E-banking services are founded to make life more comfortable, this sign has risen by one commercial bank. E-banking services are designed to facilitate financial transaction between different sectors. Banking sector has its own specialties and the essential aspect is the security element. This sector has high sensitivity and any crises will crash down the bank and it is impossible to recover reputation. To use online services is a great challenge, and especially with the hacking crimes. Figure 13 shows that Finland

has the highest percentage of using online services approximately 96% of individuals age between 35 to 44 years, while the lowest percentage is at Bulgaria 10% of individuals age between 25 to 34 years. Most countries of the survey have 60% to reach more than 80% in Denmark, Estonia, and Netherlands individuals using online e-banking services. according to statistics the future of banks sector is the digital bank, all commercial branches could be substitute by digital systems.

Figure 13, Source: <https://ec.europa.eu/eurostat>

9.10 E-government

E-government refers to efforts by public authorities to use information and communication technologies (ICTs) to improve public services and increase democratic participation. Figure 14 shows more than 80% of individuals at Denmark, Estonia, Norway, Latvia, and Sweden are responding with the public authority, while Romania has the lowest percentage 18%.

Figure 14, Source: <https://ec.europa.eu/eurostat>

9.11 Trading cross boundaries

E-trading cross boundaries still needs improvement and specially B2B e-commerce. E-trading needs clear strategies and policies between the EU members. Figure 15 shows 17% of enterprises in Ireland are using electronic trading which is a very low percentage, while 2% in Romania. Still European cross boundaries e-trading needs improvements to get the benefits and change toward globalization.

Figure 15, Source: <https://ec.europa.eu/eurostat>

9.12 Ecommerce B2C

E-trading cross boundaries still requires improvement; enterprises have to change the behavior of consumer. Social media is the current trend in social-technology, using the concepts of big data consumer's information, sentiments, and needs could be tracked using online analytical tools. Figure 16 shows 17% of individuals in Ireland are using e-commerce to purchase goods that are a very low percentage, while 2% in United Kingdom.

Figure 16, Source: <https://ec.europa.eu/eurostat>

9.13 Online purchasing

More than 80% individuals in United Kingdom are ordering goods online. This is an indicator for the European enterprises that they can follow the case of global enterprises and especially the Asian enterprises how they reach Europe market in low costs, and how they are able to understand the European consumer behavior. Romania has shown the lowest percentage about 18% of individuals using online goods and services ordering.

Figure 17, Source: <https://ec.europa.eu/eurostat>

9.14 Online auctions

Online auction or C2C ecommerce where consumer can sell any item online to another consumer. Denmark has approximately 35% individuals are using online auctions, while Greece has the lowest percentage 2.5%. In Europe using online auction is still weak while in US thousands of cars are purchased online from different countries by using these online auctions. Online auctions have moved american cars' trading for global markets, online auctions have given american cars markets a competitive strength over the European cars' market.

Figure 18, Source: <https://ec.europa.eu/eurostat>

9.15 Digital skills

Digital skills are an indicator for internet services usage. In Luxembourg 70% of individuals have professional skills, 20% basic skills, and 10% don't have skills. More than 15 countries of the survey have a percentage of 50% of individuals own professional skills, 20% percentage as basic skills, and 10% of individuals don't have any skills. The lowest percentage is at Romania 22% individual have professional skills, 20% basic skills, and more than 50% have no skills. According to the indicator of skills, European citizens have high computing skills.

Figure 19, Source: <https://ec.europa.eu/eurostat>

9.16 Programming skills

Writing codes or software development is another indicator to evaluate the European society of internet usage. In Netherlands 25% of individuals from national of non-EU country have programming skills, while the high percentage of European nationals is also in Netherlands, which means that importing global talents are improving the professional techniques of the European talents. Figure 20 also shows the lowest percentage at Romania and Bulgaria 1%. According to the figure, the effectiveness of global talents could be deduced, where there are non-European programmers there are European programmers.

Figure 20, Source: <https://ec.europa.eu/eurostat>

9.17 Digital skills & Internet Usage

Figure 2.21 shows the relation between digital skills and internet usage. The indicator shows that as the internet skills are increased the internet usage will increase immediately. In 2016 digital skills indicator was 27% and the internet usage was 30%, in 2017 digital skills indicator has increased to 28% but internet indicator has increased to 33%.

Figure 21, Source: <https://ec.europa.eu/eurostat>

9.18 Enterprises Working on Digital Services and E-Commerce.

Nowadays, technology becomes the black horse of competition, and each organization needs to gain competitive strengths it has to invest in technology. Figure 2.22 shows that enterprises investment in digital services is increased from 20.5% in 2016 to 22.5% in 2017, but the percentage is still very low, while the percentage of enterprises investments in ecommerce has shifted from 14.9% in 2016 to 15% in 2017. Both percentages are still very low the growth in using digital services and ecommerce specially by the European enterprises is still too slow, it needs more investment. European enterprises have to follow the Chinese enterprises cases and Asian countries.

Figure 22, Source: <https://ec.europa.eu/eurostat>

9.19 Big data analysis

The concept of big data has increased with the wide spread of social media usage. Big data is huge databases that collect the entire client's data of social media and internet surfing. Big data is the suitable source of decision makers to understand market, and know consumer behavior. Figure 23 shows 19% of Netherlands enterprises are using big data analytics, while in Cyprus is 2.5%. The highest indicator is very small because companies have to integrate with social networks to understand consumer sentiments.

Figure 23, Source: <https://ec.europa.eu/eurostat>

10. Findings & Conclusion

European citizens have professional computing skills; online services have skills seeds in European community. Where there are global talents there are European talent that is recognized in the writing codes skills, countries that have foreign programmers “non-European” have an acceptable percentage of national programmers. Improving the citizens aware to digital market will increase the opportunities of success of any future strategy.

One of the global strategies is to use technology; the black horse of globalization is the online services. Aliexpress Chinese dealers that carries the Chinese small and medium enterprises to each area in the

world using internet. EU members have to follow those strategies and to use the Asian countries case how these countries change their weak economies to fast growth economies by investing in technology.

Consumer behavior has to be changed and adapted with the online services especially in industrial sectors. Legacy regulations are needed to protect consumer will using online services. Everything is related to trust and only trust and this will happen by clear strategies, and governmental regulations. If we take the consumer ability to purchase online percentages 80%, the internet information trust percentage 70%, and the low European enterprises ecommerce 17%, we can find that there is a gap between European consumer and enterprises. This gap could be healed by trust that will change the behavior of consumer in using e-commerce. European enterprises can follow the case of Amazon stores and how millions of consumers around the world between them the European customers are purchasing from this website. The only element that improves amazon website growth is confidence.

E-banking is another indicator that shows the ability of the European consumer to use online services. With a sensitive sector like banking to have a high percentage approximately 96% to use online financial transaction with the huge threats is a big issue. All is built on the confidence that banks build it with their clients.

Response of citizens to public authorities 80% percentage with the 100% of using online governmental services is another indicator that shows the importance of electronically services in creating flexibility.

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