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# **The Impact of Euroization on Business Development in Kosovo:**

**The Business Managers' Perspective**



## ABSTRACT

The thesis explores the impact of Euroization on business development in Kosovo, from the perspective of the business managers. This research focuses on analyzing the extent to which Euroization has affected the business sector of Kosovo. Survey questionnaires were administered to a group of business managers of small and medium-sized enterprises and with the relevant decision makers and experts of the economy. A small sample of these managers was also interviewed in order to further obtain their expert opinions on the situation. The research finds that the adoption of Euro has brought about different benefits for the Kosovo economy in the context of enabling macroeconomic stability, which carries high importance. The macroeconomic stability and Euroization has been impacting the development of a sound financial sector and has also impacted the development of business at large. The study concludes that there was a significant impact of Euroization in business development, on the core issue of business development satisfaction and adequate access to finance for businesses in Kosovo. The analyses of data show also that that there is huge chance for the people of Kosovo and entrepreneurs to develop and expand their businesses with the help of the Euro and Euroization system.

**Key Words:** *Dollarization, Euroization, business development, exchange rate systems, international financial arrangements, international monetary system, and currency substitution.*