

# Challenges and Opportunities for the Modern Retail in the Global Recession. Good Practice Management

**Daniela –Tatiana AGHEORGHIESEI (CORODEANU)**  
**Valentin NIȚĂ**  
**Al. I. Cuza University, Iasi**

## **Abstract**

*The several changes due to the global economic recession in the Romanian retail market take a chameleon shape. Some retail groups address the market with new formats, other systems rely on communication and advertising strategies and many retailers prefer to seize the market by expanding into other areas, not addressed yet by competition.*

*The global recession brings challenges for the retailers and their struggle for winning new buyers in front of the shelf must be based on changing the priorities, bringing innovation and adopting an "out of convenience" " attitude.*

*Our article brings forward a review of successful strategies implemented during the recession in the arena of modern retail, with features identified on the Romanian market.*

**Keywords:** global recession, retail, successful strategies, good practice