

MANAGEMENT

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Foreword

The current economic situation, determined by the new economic and financial context, namely the post crisis period we are facing, the acceleration of globalization, internationalization of companies, increased market interdependence places most economic organizations in a context of “economic war”. Faced with such a situation, we have to abstain from being fatalistic, from remaining passive and from admitting that we’re crossing a hopeless economic time. From this difficult but stimulating situation, the organizations that will come out victorious will be those whose management demonstrates imagination and creativity to find better suited progress solutions with high economic efficiency, solutions to increase the organization’s competitiveness. Among these solutions, those regarding the growth of performance through modern management organization should have the highest priority.

Lately there is more and more talk, especially in our country, that the lack of economic performance of companies has its justification in the absence of good management, able to formulate a pertinent strategic approach, to scientifically substantiate its decisions, to modernize the management system, introduce modern management methods and techniques, all in order to increase efficiency and competitiveness.

To become more competitive companies are looking to increase operational efficiency (i.e. doing the same thing better than their competitors). While operational efficiency is required to improve performance, it is not sufficient, because competitors can easily copy that, operational efficiency leading thus to a convergent destructive form of competition in which all companies tend to look the same. Or, *“to be competitive, you have to be different,”* says M. Porter, and in this aspect we consider that the science and art of managers become visible. This paper aims to contribute to the development of management thinking and skills and provide the conceptual framework, methods and techniques for the analysis and improvement of business organizations in order to achieve the performance required by the competition. We aim to do that by making that essential “world class” knowledge transfer to the specialty community concerned with the management of the organization. We have proposed a different structure from management approaches found in most existing specialty works, an approach

centered on specific management problems taking into account both management system components (decisional, organizational, informational subsystems along with management methods and techniques) and functions of an economic organization (research and development management, production management, human resources management, material resources supply and sales management, financial and accounting management). If we fully succeeded on these remains to be seen after receiving your suggestions and proposals. Although the chapter authors' approaches are personal, fully responsible views, the structure of the chapters and topics addressed in each chapter aimed to provide a unitary character of the work.

Aware of the complexity and difficulty of problems addressed, we do not claim to cover all aspects of organizational management and even a complete clarification of the addressed issues, but we believe that the issues tackled by this work can be really useful, not only to students from all faculties of The Bucharest University of Economic Studies who are required to study management in English as a fundamental discipline, but also to managers and specialists within companies, students of master studies and also to economic fundamentals and technical education students who are preparing in the management field.

The authors are also aware that the work in this first edition is still capable of improvement and expect with gratitude any suggestions and proposals to be considered in a future release.

Bucharest, January 2016

Professor PhD. Vasile DEAC

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