

STRATEGIC MANAGEMENT AND ORGANIZATIONAL PERFORMANCE WITHIN THE KNOWLEDGE-BASED ECONOMY

IONESCU Vladimir-Codrin
The University of Bucharest
vladimir-codrin.ionescu@drept.unibuc.ro

Keywords: production and services enterprise, strategic management, competitive advantage, organizational performance.

EXTENDED ABSTRACT

Within the context of dynamism that is characterizing the knowledge-based economy, the production and services enterprise must anticipate as much as possible the increasingly complex and often unpredictable developments that are recorded in the business environment. The organizations' permanent adaptation to changes that occur in the environment and at the same time their ability to obtain some competitive advantages on a long-term, require the design and implementation of some integrated systems of strategic management

The paper seeks to argue the opportunity of applying the strategic management within the production and services enterprises, by highlighting the multiple advantages offered by this form of foreseeing leadership and hence the impact on organizational performance by practicing a proactive management.

Within a more complex economic and social environment, it is imperative that the production and services enterprises show a proactive business vision, meaning anticipating the opportunities that may arise on the market, but also the potential barriers and constraints. Thus the practice of strategic management becomes a sine qua non condition of the organization's permanent connection to change, and also its integration into the business relations system. A production or service enterprise is truly integrated into the environment when its decisions and actions are entering the direction of the major developments that occur within it.

The unit design and action on each hierarchical level, the permanent connection to change and the organizational climate favourable to expressing the participatory dimension of management have resulted in increased the economic performance of enterprises.

SELECTED BIBLIOGRAPHY REFERENCES

- Băcanu, B., *Techniques of analysis in strategic management*, Polirom Publishing House, Iasi, 2007.
- Nicolescu, O., Verboncu, I., *The basis of organization management*, University Publishing House, Bucharest, 2008.
- Kenny, J., *Strategy and the learning organization: a maturity model for the formation of strategy*, The Learning Organization, Vol.13, Nr.4, 2006.
- Trim, Peter R.J., Lee, Y-I., *A strategic approach to sustainable partnership development*, European Business Review, Vol.20, Nr.3, 2008.