

ANALIZA SECTORULUI CERAMIC ÎN ROMÂNIA

THE ANALYSIS OF THE CERAMIC SECTOR IN ROMANIA

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Abstract: The main goal of this article is to present the current situation of those enterprises that activate in the ceramic sector. In order to achieve this goal, we elaborated a questionnaire, which had the role of showing us how competitive, flexible, adaptable and reactive these enterprises are. This study is the first part proposed within the PhD thesis, which has the aim of growing the performances of industrial enterprises with mathematical models. The first part of the article presents a few generalities about the industry, while the second part presents the most relevant results and conclusions determined by analyzing the questionnaires.

Keywords: ceramic industry, performance, competitiveness, flexibility, adaptability, reactivity.