

# FABRICA DIGITALĂ ÎN MANAGEMENTUL LANȚURILOR LOGISTICE

## THE VIRTUAL FACTORY IN SUPPLY CHAINS MANAGEMENT

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**Abstract:** *The virtual factory* is a modern tool available to the managers involved in the planning process within the organisation. This paper defines *virtual logistics* as an integrated part of the virtual factory and presents the results of three studies that were conducted by graduates of The Technical University of Cluj-Napoca specialized in the masteral studies of the *Management of Logistics Systems*. The first study took into consideration the optimization of the production process and the next two were aimed to optimize the supply chains in the transport processes. The results of the three studies highlight on the one hand the advantages of the simulation as a method of analysis in the management of the logistics systems and on the other hand the role of simulation in providing the necessary information in the negotiation processes/ auctions for selecting the transport suppliers or the delivery milestones.

**Keywords:** virtual factory, virtual logistics, logistics systems, business negotiations.