

CERCETARE PRIVIND DECIZIILE DE POLITICĂ ECONOMICO-FINANCIARĂ ÎN CADRUL FIRMELOR DIN MUNICIPIUL CLUJ-NAPOCA

RESEARCH ON THE ECONOMIC AND FINANCIAL POLICY DECISIONS IN COMPANIES FROM CLUJ-NAPOCA

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Abstract: Abstract: The established finality of the present study is analyzing the growth channels associated to business efficiency and profitability of the firms in Cluj-Napoca. Ascertaining that, to this end, a strong influence is exerted by the adoption and implementation of financial policy decisions, we focused our research efforts towards this area. Moreover, the adoption and implementation of decisions is a fundamental part of a company's financial management, aspect which is pointed out by this study's analysis. In the research's conclusion, the author reveals the fact that the company's financial management focuses its attention on three fundamental directions of financial policy manifestation, namely: investment policy, funding policy and dividend policy. The study's conclusion also includes the main opinions outlined in the author's mind after having completed this research.

JEL Classification: G32 - Financing Policy; Financial Risk and Risk Management; Capital and Ownership Structure

Keywords: financial and economic policy decisions, evaluation criteria, influence