

INDUSTRIA TEXTILĂ ROMÂNEASCĂ – INCOTRO?

THE ROMANIAN TEXTILE INDUSTRY – WHERE TO?

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Abstract: The present paper aims to draw attention to some characteristics related to the change processes in the textile production sector. Out of the need to find solutions to the fast pace of product change and the transformations in the nature of the production process, the textile managers have adopted not only modern technology but also methods of organizing the production in such a way so as to allow the effective use of these technologies in flexible systems of production. The author does not pretend to develop a generalized and overall image or provide new theoretical concepts as the paper presents only some considerations from the point of view of practitioners on what and how it should be made so as for the Romanian textile industry to overcome the moments of crisis.

Keywords: textile industry, flexibility, change, competitiveness