

CERCETARE CALITATIVĂ PRIVIND PERFORMANȚA ÎN ORGANIZAȚIILE ROMÂNEȘTI

QUALITATIVE RESEARCH ON PERFORMANCE IN ROMANIAN ORGANIZATIONS

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Abstract: This study presents the results of qualitative research on performance in Romanian organizations. This research aims to delineate the role of performance in organizations in Romania; determining the extent to which some Romanian organizations have regard to performance aspects; identifying proposals for improving the business environment in terms of performance, obtaining information on the existence of performance measurement in Romanian organizations; summarising the main types of performance in the internal and external environment of organizations; identifying the opinion on relations in terms of performance degree with the company's staff, with competitors and business partners; delineating the impact of performance measurement on the organization's image capital.

Keywords: performance, qualitative research, assessment, performance measurement, organization