

IMPACTUL UTILIZĂRII MODELULUI MATEMATIC ASUPRA PERFORMANTELOR MANAGERIALE

THE IMPACT OF USING THE MATHEMATIC MODEL ON MANAGERIAL PERFORMANCE

Drd. Ionela MANCIU

Universitatea Tehnică din Cluj-Napoca

Prof.dr.ing. Liviu Onoriu MARIAN

Universitatea „Petru Maior” din Târgu Mureș

Drd. Ioana Mihaela LEȘE

Drd. Claudia CHIBELEAN

Universitatea Tehnică din Cluj-Napoca

Abstract: In a competitive market economy, an important place in the development of a company, along with the strategy, is the performance. Thus, the performance concept is a topical issue, because the number of actors in the economic market is growing. The main aim of the research is to conduct an impact study of the use of mathematical models on performance. In order to achieve the main purpose of the research, we have set a number of specific goals. The research performed contributes to a better understanding of the term managerial performance. This paper consists of two stages: a study on the concept of performance and the identification of performance typologies and performance indicators. Through the case study we have conducted a research on the performance indicators within a trade company and we have analyzed the impact of mathematical modeling on managerial performance. By using mathematical modeling, the company's decision-making process has been improved with a scientific foundation, and by using the mathematical model, the company improves both the decision-making performance and the informational, organizational and methodological performance.

Keywords: managerial performance, mathematical modeling, performance indicators