

O CERCETARE PRIVIND EVALUAREA STRATEGICĂ A PERFORMANȚEI DE LUCRU A IMM-URILOR

A RESEARCH ON STRATEGICALLY EVALUATION OF WORKING PERFORMANCE OF SME'S

Mustafa KARA

Istanbul Rumeli University, Turkey

Recep YÜCEL

Kırıkkale University, Faculty of Economics and Administrative Sciences, Turkey

Abstract: In strategic terms, increasing competition in every field with globalization is thought to make the work performance of SMEs even more important and sensitive. SMEs are very active in production and management and marketing functions, even though they have moderate manpower. Therefore, in the work performance of SMEs; planning and to decide, management and organization, job descriptions, mission and vision values, clearly identifying issues related to management knowledge level comes to the forefront. Under this view, the purpose of the study; strategically identifying work performances in SMEs and identifying measures to improve it further in the future. The contribution of this to the field points to the importance of the study. For this purpose, the research part of the study will be conducted on SMEs in Bolu. In the research, survey method was preferred for quantitative research and data collection. The results of the research, it is believed that SMEs will support to improve their work performance.

Keywords: Performance, Work Performance, Small Business, Strategic Thinking.