

CUM SE INTEGREAZĂ CO-CREAREA ÎN METODELE MODERNE DE MĂSURARE A PERFORMANȚEI CORPORATIVE?

HOW IS THE CO-CREATION INTEGRATED INTO THE MODERN METHODS OF MEASURING CORPORATE PERFORMANCE?

Șef lucr.dr.ec. Mihaela Brîndușa TUDOSE

Prof.dr.ing. Silvia AVASILCĂI

Drd. Iuliana Georgiana AGAFIȚEI

Universitatea Tehnică „Gheorghe Asachi” din Iași

Abstract: The complexity and dynamism of contemporary economies have forced companies to intensify their concerns to ensure performance. To support companies, researchers' efforts have focused upon substantiating and developing increasingly complex methods, so that performance meets the expectations of different categories of stakeholders. This study addresses an original research direction: the extent to which the co-creation is integrated into the modern methods of measuring performance. Based upon post-facto exploratory research, we have shown that the modern methods of measuring performance, although not explicitly using the term co-creation, include variables associated with co-creation, such as: creating value for customers and other stakeholders; quality improvement; communication and interaction with customers; the customer as a source for innovation; customer management by types of strategic business units.

Keywords: performance, co-creation, performance measurement methods, stakeholders, clients.