

CRISIS MANAGEMENT OF ROMANIAN ENTREPRISES IN EUROPEAN CONTEXT

MANAGEMENTUL SITUAȚIILOR DE CRIZĂ AL ÎNTREPRINDERILOR ROMÂNEȘTI ÎN CONTEXTUL EUROPEAN

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Abstract:

In the new European context there are a lot of major changes, including economical, financial and social problems. In this conditions Romanian enterprises have to manage this changes in real time, to adapt his strategy very fast. In such conditions it is possible that enterprises confront themselves with crisis.

It is a need to prevent this crisis, to make plans how to resolve this situations. Each manager has to learn how to act in situation of crisis. If they are prepared for this they can handle the situation and have less of damages.

Key words: changes, crisis, management