

CONTROLLING AND THE CLUSTERIZATION OF THE COMPETITIVE GENERATING ACTIVITY

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ABSTRACT: The complexity and dynamic of the organizations, which are in a permanent competition for resources and for the life quota in a turbulent economic environment, imposes the controlling as a functional concept of management having the role of coordinating the planning, control and information in the direction of obtaining the planned results. During 2008-2011, the National Council of Private Small and Medium Businesses in Romania is developing the NETIMM project, financed by European Social Fund through Human Resources Development Operational Programme 2007-2013. Starting from the technical, human resources and financial analysis of 15 companies from the construction sector located in the north-western region of Romania was sought to identify internal measures on which can be realized the generalization of the management techniques, by promoting controlling methods with external character regarding the development of associative cluster forms.

Key words: controlling, management system, enterprise, clusterization

JEL codes: G31, G30