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# CONSIDERAȚII PRIVIND STRUCTURI ÎN REPREZENTAREA MODELULUI FRACTAL ÎN UNITĂȚILE DE PRODUCȚIE

## THE CONSIDERATION OF STRUCTURES IN THE REPRESENTATION OF FRACTAL PATTERNS WITHIN THE PRODUCTION UNITS

**Prof.dr.ing. Adrian PÎSLĂ**

**Drd.ec. Tudor IRIMIAS**

Universitatea Tehnică din Cluj-Napoca

**Drd.ing. Romică MUNTEAN**

EBS România

**Abstract:** The fractal company idea is a conceptual enterprise that seeks to achieve a high degree of flexibility, to react and adapt promptly to environmental changes using decentralized and autonomous organizational units, also known as fractals. The concept relies on the manner in which corporate entities within a company tend to replicate themselves and their characteristics from the micro (working cell) level through to the (macro) corporate enterprise. This work presents an overview on the fractal company as a way of organizational existence and discusses concepts like enterprise structures, fractals and chaos theory.

**Keywords:** Fractal company, Chaos Theory