

# **INSTRUMENTE PENTRU IMPLEMENTAREA STRATEGIILOR ÎN ÎNTREPRINDERI MARI ȘI FOARTE MARI DIN ROMÂNIA**

## **STRATEGY IMPLEMENTATION TOOLS IN BIG AND VERY BIG ROMANIAN COMPANIES**

**Drd.ing. Raluca CÂRCIUMARU**

**Prof.dr.ing. Dan CÂNDEA**

Universitatea Tehnică din Cluj-Napoca

**Abstract:** Business wisdom shows strategies can make companies succeed or fail. This paper presents the results of a field research performed on big and very big Romanian companies. The objective was to find whether they develop strategies, if those strategies are formalized and communicated to employees, and to research the tools used to support the process of strategy implementation. Additionally, by analyzing the areas of activity for which companies develop performance indicators, we found what companies consider relevant. Based on those findings the paper proposes an extension of the Balanced Scorecard.

**Keywords:** Strategy, strategy implementation, Balanced Scorecard.