

DESPRE STRATEGII CONCURENȚIALE PE PLAN MONDIAL, LA LIMITA ETIC-NEETIC

WORLDWIDE COMPETITION STRATEGIES BETWEEN ETHICAL AND UNETHICAL PRACTICES

Conf.dr.ec. Rada-Florina HAHN

Lector dr. Simona SABOU

Conf.dr. Rita TOADER

Conf.dr. Corina RĂDULESCU

Universitatea Tehnică din Cluj-Napoca
Centrul Universitar Nord din Baia Mare

Abstract: The management competence tested on the “battlefield” is becoming a model for the leaders from the private sector. The small mistakes that turn into huge scandals can be avoided by running the business correctly, by adopting an ethic conduct and by using internal control. The life of companies with a good performance but with a bad reputation and a deficient management is short. “Honesty” remains the best policy, while “wisdom” is and will remain the key of success. The good managers are either aggressive (they teach you when to be tough, how to support a confrontation of ideas and encourage you to avoid looking for a “NO”, but also how to confront the experts when it’s the case) or masters of strategy and execution (they use the “enemy” or “their own people in the trenches whom they trust, by stimulating their attention to details or by observing the situation that dictates the strategy to be used). The subject of the present article is the management that was tested in the past, it will present for and against statements related to strategies that are well known worldwide in the big corporations, with an ending that will offer a clear conclusion about the role of ethics in the business strategy and the conclusions that should be made from the practices used in those cases.

Keywords: competition strategies, corporations, ethics, management, stratagems.