

STRATEGII PENTRU OPTIMIZAREA MANAGEMENTULUI APROVIZIONĂRII ÎN SOCIETATEA BAZATĂ PE CUNOAȘTERE

STRATEGIES FOR OPTIMIZING PURCHASING IN THE KNOWLEDGE-BASED SOCIETY

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Abstract: Nowadays, in the knowledge-based society, purchasing management has become one of the most important tools for improving the profitability of organizations. This reputation was earned because of the important contributions that purchasing management has on cost reduction and quality improvement. Because of the present developments, business services are bought and consumed more than ever.

This article aims to provide managers with new strategies for optimizing their decision-making process regarding the purchasing of business services. The article starts with the description of the importance of purchasing business services for organizations. We concentrate our attention also on the important role that the purchasing department has in the procurement process of the business services. Furthermore, we present a theoretical framework for optimizing the involvement of the purchasing department in the procurement process of business services. At the end of the paper we offer some guidelines and recommendations for managers regarding the optimization of the purchasing process of business services.

Keywords: purchasing management, buying center, business services knowledge based society