

DESPRE ROLUL CERCETĂRII DE MARKETING

ABOUT THE ROLE OF MARKETING RESEARCH

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Abstract: Before taking the decision of starting a company, managers should be aware that marketing research is essential to withstand competition, mainly in developed cities. Therefore, marketing research is becoming increasingly important, particularly if it's used in order to make improvements in organizational performance. In recent years, management performance is a term often used in companies. This happens because managers measure organizational performance, they want to improve or to modify products or services if the existence of some problems are observed. So, to make changes in an organization, decisional management becomes essential.

Keywords: marketing research, management performance, decisional management