

BARIERELE CULTURALE MODEL PENTRU ORGANIZAREA PRODUCȚIEI ÎN VIITOR

CULTURAL BARRIERS MODEL FOR FUTURE MANUFACTURING ORGANIZATION

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Abstract: This article presents the author’s view of how a new reorientation of management culture should be defined and analyzed if it is to be used in the field of a new redesign production management. A brief introduction is provided, starting from the 5 W’s about who, why, what, and where are the two countries Albania and Romania particularly East countries in different economical stage of development. How the production the engine of economy can be in a new situation, if it is possible to identify some common barriers in culture management. The results of case materials are presented to illustrate how using a culture model to analyze management culture and how to think about management culture changes. The paper present the concept of regional organizational culture and managers and entrepreneurs dilemma because there is presently local concept upon the production, how the people observed their production activities, how the economical activities are oriented in a specific field and how we can re-design a new concept of manufacture organization for future, a new MANU-FUTURE organization.

Keywords: Organization culture, Quality, Innovation culture, Management change, 5W’s