

CONSIDERAȚII TEORETICE PRIVIND ÎMBUNĂȚIREA PERFORMANȚEI ÎN CADRUL ETAPELOR LANȚULUI DE VALOARE ÎN COMPANIILE PETROLIERE

THEORETICAL CONSIDERATIONS ON THE PERFORMANCE IMPROVEMENT IN THE STAGES OF SUPPLY CHAIN IN OIL COMPANIES

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Abstract: Increasing company performance has always been the focus of company leadership, regardless of the period or the existing political regime. As a result of major political and military changes following the second World War and based on today's technological progress - we can even say as a result of the new IT era - also the global economy has undergone major changes. Change of mentality and habits was needed, new business models were needed too and people and companies had to adapt quickly to the new demands of life. As a result, the efficiency of production, of the workflows, transport routes, basically all thinking and economic activities has become imperative. Companies, more than ever, are interested to reduce their costs and make their business more efficient.

Keywords: performance, company, technology, global economy, costs, efficiency