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AN EXTENDED REVIEW FOR A REMARKABLE BOOK: SYSTEMIC APPROACHES TO STRATEGIC MANAGEMENT

Bianca TEODORESCU[1],
Oprea Valentin BUȘU[2]
[1]PhD Candidate, University of Craiova, Romania
[2]Assistant, PhD, Departamentul pentru Pregătirea Personalului Didactic,
Universitatea din Craiova, Romania

Abstract

The volume "Ioan Constantin Dima (Ed.), Systemic Approaches to Strategic Management: Examples from the Automotive Industry (pp. 396-424). Hershey, PA: IGI Global. doi:10.4018/978-1-4666-6481-4" is a high quality scientific book; it appeared at prestigious American publishing house IGI Global. The book is coordinated by Ioan Constantin Dima, Professor at "Valachia" University of Targoviste (Romania) and contains 14 chapters. Professor Dima himself contributes 7 chapters, two are developed by Professor Mariana Man (University of Petrosani, Romania), to the remaining 5 chapters contribute 10 reputed researchers: Maria Nowicka-Skowron (Częstochowa University of Technology, Poland), Janusz Grabara (Częstochowa University of Technology, Poland), Sebastian Kot (Częstochowa University of Technology, Poland), J. Novák-Marcinčin (Technical University of Kosice, Slovakia), Vladimir Modrak (Technical University of Kosice, Slovakia), Ioan Cosmescu ("Lucian Blaga" University of Sibiu, Romania), Sorin Mihai Radu (University of Petrosani, Romania), Maria Măcriș (University of Petrosani, Romania), Dorina Tănăsescu ("Valachia" University of Targoviste, Romania), Ion Stegăroiu ("Valachia" University of Targoviste, Romania). In the book are debated in a structured mode a set of major problems of strategic management as that activity that consists of decision-making involving critical organization's objectives: considerations regarding the theory of systems, system

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management risk, organization as system, the company on the terms of market economy, formal and informal structure of the organization, theoretical approaches of the current strategic management, theoretical approaches of company strategies, production strategies in the mining machine and machinery manufacturing industry, strategies regarding the production quality in the company. The book gathers strategies, methods, concepts, samples of high performance, tested, applied by companies in automotive industry, which is one of the most complex one. The approach represents a challenge for companies to apply the most efficiently methods, concepts regarding strategic management. New technology conjugated with strategic management applied to systems theory generate powerful companies that follow high quality of products, efficient flow production, cost reduction, environment protection, finally customer satisfaction. Thus, the book highlights the system of strategies, which the industrial companies must elaborate in order to have a favorable evolution under the current globalization conditions. By its issues, an interdisciplinary and even international approach, the book is very helpful to production specialists, scientists, students, master students, as well as to professors.

Keywords: systemic, strategic management, globalization, logistic strategies, budget.

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1 INTRODUCTION

In times of uncertainty, knowing the best methods of performance measuring and creating value, determines the increase effectiveness and competitiveness of companies. The development of international markets and globalization, represent for companies pursue entry in many national, regional or international markets. Competitiveness of companies is linked to performance; that can be presented by various methods, as the company must have a sustainable presence on the market. Strategic management is a continuous process of strategic analysis, strategy creation, implementation and monitoring, improving, used by organizations with the purpose to achieve and maintain a competitive advantage. Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans.

2 AN IDEATIONAL RADIOGRAPHY

The fourteen chapters of the book are grouped in two sections: "The Company Dealt with Systemically" and "Use of Systemic Theory in Strategic Management". The first section ("The Company Dealt with Systemically") is composed of six chapters Information in Systems Theory (Chapter 1; Dima, 2015), The Risk in Systems Management (Chapter 2; Dima, 2015), Use of Systems Theory to Deal with Industrial Companies (Chapter 3, Ioan Constantin Dima), Companies' Operation Environments in a Global Economy (Chapter 4; Kot & Macris, 2015), Companies' Activities in the Current Market Economy (Chapter 5, Ioan Constantin Dima), Company Organisation under Current Globalisation (Chapter 6, Ioan Constantin Dima). In this section are treated two issues:

a) the presentation of the current stage of the systemic theory in the first two chapters, including the risk in the management of the systems, according to the opinions in the literature;

b) the implementation of the systemic theory at the study of companies in the current globalized market economy, particularly highlighting the harmonization of the company's structure with its development strategies.

The second section ("Use of Systemic Theory in Strategic Management") consists of late eight chapters: Companies' Strategies: A Theoretic Approach (Chapter 7, Ioan Constantin Dima), Considerations on the Current State of Strategic Management (Chapter 8, Ioan Constantin Dima), Communication in the Process of Elaborating Strategies on Company Development (Chapter 9; Novák-Marcincin & Cosmescu, 2015), Production Strategies of Companies in Machine Manufacturing Industry (Chapter 10; Modrak & Radu, 2015), Strategies Used to Improve Industrial

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Companies' Production Quality (Chapter 11; Nowicka-Skowron & Stegaroiu, 2015), Budgeting Technique of Strategic Management (Chapter 12; Man, 2015), Use of Budgets to Elaborate the Strategy of Industrial Production Costs (Chapter13, Mariana Man), Interdependence Relation between Industrial Companies' Logistics and Commercial Strategies (Chapter 14; Grabara & Tănăsescu, 2015).

Companies' strategies and strategic management through systemic theory is dealt with in this section. A logical dealing with the problem approached by starting from the current stage of the theory in the field of strategic management and companies' strategies in the market economy was continued by dealing with the production strategies of the companies in the automotive industry; in the end, the special role would be highlighted, that the strategies have it concerning the production and quality of the production process in industrial companies that perform their activities under the conditions of current globalization.

In the globalization era, the production environment of all countries comes to the stage of realizing the real prosperity. With the growth of markets towards globalization, all the firms need to deal with the challenges facing them. This has resulted in the materialization of automated industries with high performance of manufacturing systems. In this context, the development of systems theory and its application in strategic management holding company becomes a necessity. The increased development of the theory of systems provides its possibility to be used in the applicative scientific research in very many fields. As specifies Prof. Ioan Constantin Dima (p. XIII), "after the science has been guided for centuries by the analytical primacy-isolating the parties and their separate extrapolation and, finally, the reconstruction of the behavior of the whole from that of its components, the current evolutions no longer fall into previous patterns, radically changing the explanatory and methodological principles of classical disciplines. Thus, in the there is an increasing need to define their basic concepts and study the phenomena and processes closely related to the multiple interactions of the environment where the activity is performed." The penetration, the most spectacular of the systems theory, has been, however, registered in economic sciences, the approach particularly aiming at the systemic analysis, oriented directly towards the management of systems, points out the editor, Ioan Constantin Dima.

The idea of designing the society as an indestructible whole is not recent. Exceeding the limitative point of view of reductionism, according to which the society appears as an indefinite lot-the population with a vague idea about the whole-it has been proven that the idea of society, as a sum of the defined relations is characterized by certain groups, called subsystems or partial systems (classes), fulfilling specific functions within a certain organization, asserts Professor Dima. Without minimizing the decisive

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role which the objective laws have in the development of the society, the contribution of the subjective factor "man" should also be noted, especially since the managerial element entering into the structure of any system is only of human nature.

3 CONCLUSION

The analysis of strategic management and of how it acts within the industrial companies enables them to make their activity more efficient. Thus, the book highlights the system of tactics and strategies, which automotive industrial companies must to generate in order to have a good evolution under the current competitive globalization conditions. By its issues, an extended international and even interdisciplinary approach, the book is quite helpful to students, master students, scientists, production specialists, as well as to professors.

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