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CURRENT ISSUES OF THE CONCURRENCIES MARKET IN BUSINESS ENGINEERING ACCEPTANCE

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1. Generalities

In the current context, globalization involves awareness and action / reaction reporting of all social, political and economic level to the movement for creating unified market both regional and global. Globalization means the process by which distances between countries and continents including borders are not relevant in establishing and developing economic and socio-cultural cross-border relations. Thus, the relationships and dependencies acquire a potential support in an effort to capture the international character and global dimensions. With the development of new technologies and strategies for sustainable development and application solutions at the international level, the phenomenon of globalization acquires a greater relevance.

In these conditions, globalization generates in some situations and risks, due to the dynamics of the deployment process of globalization that some countries integrate quickly to new conditions while others can not keep up and show erratic and ineffective.

Countries and companies that can become competent members of the global recorded remarkable economic growth while those that do not meet required levels of performance remain the same stage or even disappear from the market.

Seizures recorded at the level of countries of Latin America have shown that opportunities associated with globalization entails risks from volatile capital movements, plus the risks of economic, social and even loss of markets already acquired.

2. The concurrencies market issues

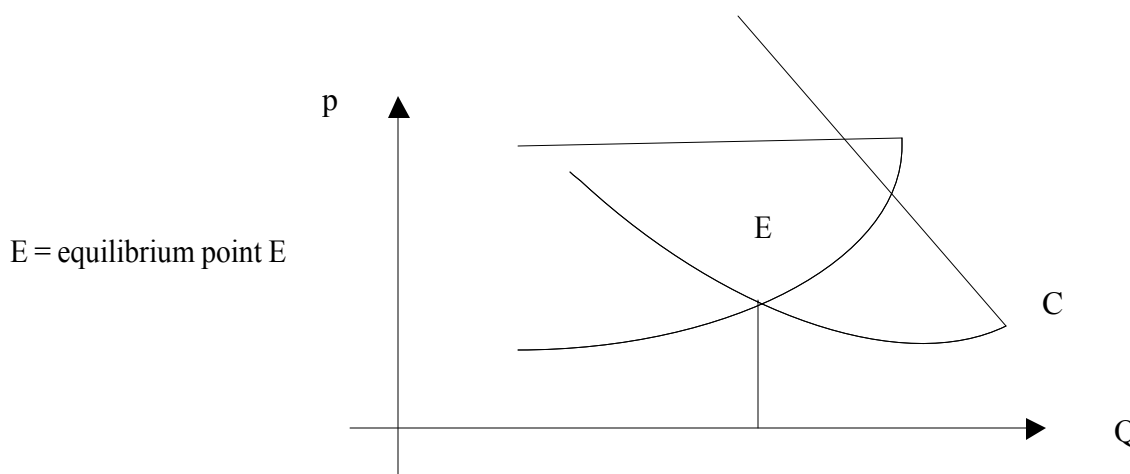
The new economy must be dynamic, innovative and conducted in accordance with unpredictable changes, the expansion of the use of science in the sphere of basic services. The digital economy aimed at developing production and services assisted information on and off line. New economy involves the interaction of the information economy and the digital economy in order to increase the special

production and sales, low inflation and unemployment. The concept, descriptor of the new economy, describes a productive connected with the competitive market in which the final products containing a dose of information that provides access to the global scale and allow enhanced efficiency in conventional business practices to create financial base for emergence of new processes and produced high resolution. Switching to the digital economy warns the companies to mobilize resources so as to face new opportunities and to overcome the restrictions of the new business model non-conventional. This guidance aims to overcome competition whereas consumers have broad access to information, products, and services, in terms of improving the purchasing power. This fact has a support based on the exchange of power from producer to consumer on the merits of reducing the ability of sellers to impose price not covered by the value of goods and services.

The digital economy (electronic) is a complex process that allows the development of processes and systems business based on analysis of operating performance data.

In this way the assisted competitive market information will cause a severe selection from the suppliers of goods and services worldwide. The competitive price and quality that will develop that will benefit uncompetitive to bear the risk policy from production to the total elimination of the competitive market created new concept of globalization in international relations. Practice has shown that global penetration and remain on the electronic regional economic agents is possible only if the prices fall between the globalize market (30 ÷ 50)% compared to prices on a traditional market.

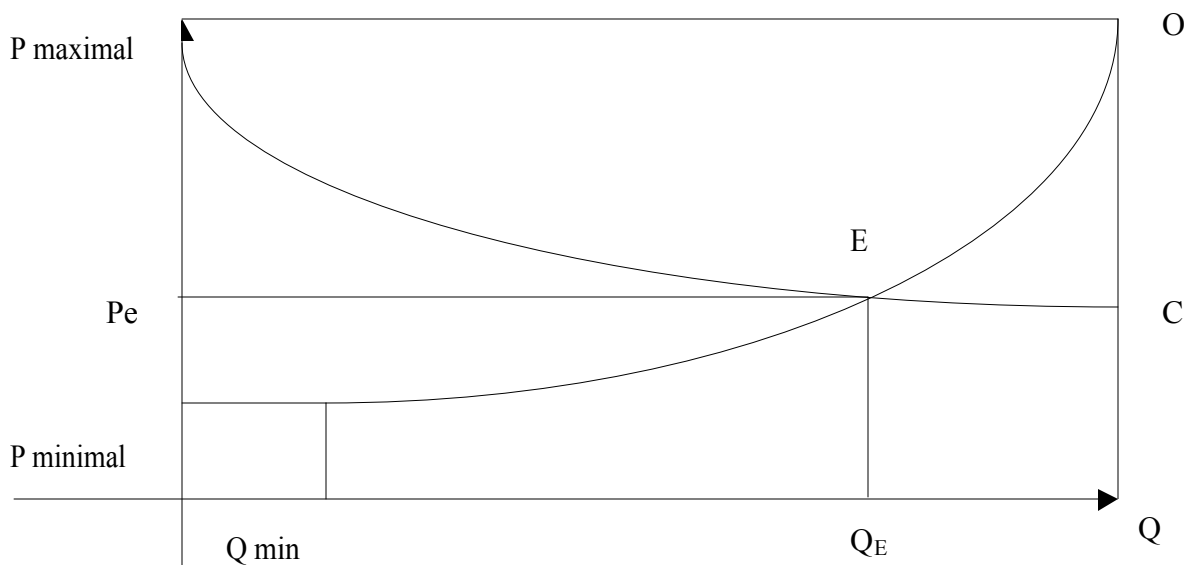
The mechanism of the competitive market given by the demand, supply and price compose the balance of the amount requested by the consumer goods and offer total includes all goods destined for buyers. Correlation supply-demand balance determines the price (the market balance for this product. Graphic representation of the application (C), supply (A), the coordinated price (p) and quantity (Q) is



presented in label. 1.

Label. 1. Graphic representation of application - offer to evaluate the price balance

Uncorrelating the application in time with the bid, generates technological and commercial risks. The risks can be prevented if is made correlations between the demands - supply and prices (maximum, and minimum). Graphic representations of these correlations are presented in label 2.



Label. 2 – Determination of equilibrium point (E)
 - $P_{maximal} > \text{supplier protection} \rightarrow \text{supplier protection}$
 - $P_{minimal} < \text{consumer protection} \rightarrow \text{supplier protection}$

In a market economy are two competitive systems, namely pure competition (perfect) and imperfect competition.

Pure competition (perfect), leads to an increase in the number of economic agents participating in linking supply with demand for products. Bidders and consumers are in equal numbers with the market. The products on the market have the same features and a utility which allows free entry and exit of goods on the market. Perfect competition allows full transparency of the market (suppliers and buyers are fully informed on goods and prices) and facilitates perfect mobility of factors of production (capital and labor are directed towards profitable activities, profits and higher wages).

Imperfect competition creates a distinction between the producers and consumers, the products

are not identical utilities, market transparency is disturbed, and the mobility of capital and labor does not realize the circuit of high efficiency. Market with monopolistic competition has a large number of producers that do not affect the activities of mutual own decisions.

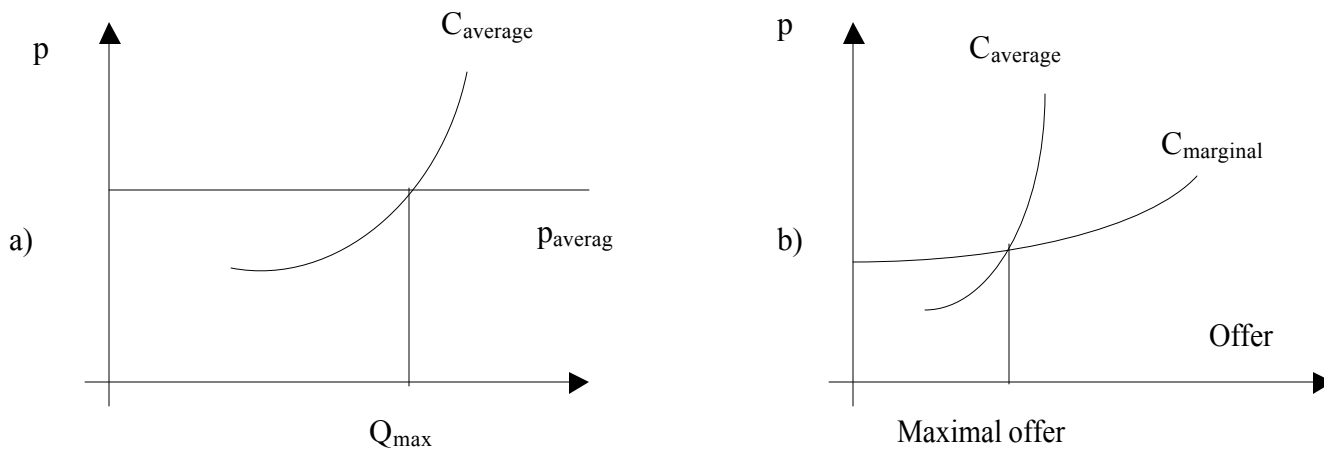
Also, the market is not homogeneous, namely the goods have identical features and consumers have assets diffuseness of goods abundance.

In these circumstances the profitability depends on the policies applied in production practice. These policies are built taking into account the behavior of society in terms of competition (perfect and imperfect), depending on the behavior of consumers quantified by the curves of indifference by the demand and position the balance of those who take the products from the market.

To meet the requirements of consumers each manufacturer must shape behavior and taking account of the competition pure (perfect) ensure uniformity of products ($C = 0$), free entry and exit the market, the transparency issue under perfect information and total mobility factors production which allows manufacturers equal footing in the market.

In such situations manufacturers can design a strategy to ensure maximum profit (label. 3ab) ($\text{profit} = V_{\text{total}} - C_{\text{total}} = \text{maxim}$).

The profit maximization is based on variables had available by the manufacturer (the quantity of products, the price of each product and production costs).



Label. 3 a. b. – Cost correlations with competitive prices

At the intersection of average cost (cm) with the average price (pm) to obtain the quantity of products that maximizes production (Q) max. Maximum bid is obtained at the intersection with the average cost marginal (Cmarginal).

The manufacturer behavior to the imperfect competition (heterogeneous products, lack of information on purchases and limited mobility of factors of production) is determined according to the price of products related to balance producer. The price, in the imperfect competition with values greater than that of perfect competition which amended the required quantity of products on the market. The

production which can be used on imperfect market at prices higher than marginal costs may be optimal even if not used throughout the production capacity. Optimum conditions for the competition may be imperfect: maximizing turnover, rational use of resources, increase product quality that distinguishes the existing ones on the market, etc.

3. The mechanism of business engineering

The business engineering is a complex activity that seeks the design work on a new design approach of our production - the market in the context of a production quality and marketing profits.

Any business involves carrying out the following stages:

- Prospecting appropriate framework for the design and conduct business on the basis of information gained in the theoretical-practical application of theory and the theory of search prognosis explorative and the normative one;
- Needs study in order to schedule products that will be sold without restrictions. This desideratum reclaims a market study in order of acquisition of resources in economic conditions and effective training of the human factor that the new products will be required to make the offer prices competitive;
- Negotiation of prices so as to satisfy parts of the business both quantitatively and qualitatively;
- Establish levels of quality and price negotiated to satisfy customers in real time;
- Closing a profitable business and developing strategy for development cooperation with both business customers and products sold to new products required by the competitive market.

At any type of business it should be conducted on the basis of a project of the customer.

The scheme of links between customer and supplier includes investor who initiates the project, the implementation of the project (builder, contractor, service provider) and provider resources. In this context, the engineer seeks business risk that may arise and seek means of prevention. It must invent technical and commercial solutions and monitor the implementation of their entire production-chain sales, the collection of deserved amounts of companies from the started business.

The business engineer comprises four features, namely: the mission, responsible relations and criteria for evaluating the performance.

In all cases the business engineer is responsible for business operations and management track results taking into account both its own logistics and taking into account the requirements of customers.

Steps for an engineer to cover through the business are:

1. The prospecting stage reclaims analyzing successes and failures of previous businesses, seeking new business opportunities and establishes contacts with new customers in competitive market conditions.

2. The study step reclaims research processes and decisions made by the customer into the true needs of theirs. Display and sale of new business proposal in the entourage own consulting suppliers and drafting an offer adaptable and seducing after which the team is preparing for performers who will begin work after the arrival of command.
3. The negotiation step tracks processing contacts in profitable contracts based on creating customer at a climate of partnership (trust, loyalty, collaboration).
4. The business post sales outline step starts with a new business by preparing documentation for new customers. At the end of last stage of the business to draw up the balance sheet of commercial operations performed and received contract.

In all phases of the business engineer is present under three main aspects: the appearance of commercial, technical design and design management steering.

In response to current issues of market competition, the business engineer should have the following features: enterprise, and animal trainer of the team, the initiator of rational decisions, show no aversion to risk, to lead the team effectively, to ensure profits and profitability the company to provide confidence both to the company's owners and the workers who contact customers and achieved profitable business, generating solutions for overcoming the bankruptcy, to print an atmosphere of cooperation based on effective communication and understanding, to drive to work Sales at competitive prices in that market conquest, to optimize the work taking into account the capabilities and skills in the business of all members of that team boss is an example to follow.

CONCLUSIONS:

- Globalization generates economic growth but also great risks due to the competitive dynamics of the market economy;
- The competitive market is very complex mechanism involving a study of the market and participants in business processes;
- Profitability of enterprises in the current situation depends on policies implemented in practice production, taking into account the behavior of society in terms of competition, the behavior of consumers and the balance of those who take the products on the market;
- The advanced technologies, the disappearance of boundaries between national markets and changing customer requirements show managerial failures of the big concerns that lead to crisis.

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