

DELIMITATIONS OF THE OVERALL PERFORMANCE OF THE ENTERPRISES THAT ARE QUOTED ON THE CAPITAL MARKET

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Abstract

Each enterprise, regardless of its type, activity profile and location, faces a multitude of factors which constitute the business environment. Managers cannot successfully administer these enterprises without taking into account the interactions with the technical, technological, economic, social, political, legal, psychological, demographic, other factors. The mutual interactions between an enterprise and society are extremely complex. They are perceived differently depending on the position of the individuals and the social groups.

Keywords: measuring the performance, current operating concept, models regarding the relationship between enterprise and its business environment, social partners

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