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SISTEMUL INFORMAȚIONAL-DECIZIONAL INTEGRAT ÎN CONDUCEREA COMERȚULUI INTERIOR

(Integrated Decisional-Information System in Managing the Home Trade)

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The work we present here is an important contribution to establishing the place held by the decisional-information system in the process of management for a less approached domain so far, namely for home trade one.

The author starts from the ideea that all information and decisions required for managing any activity should be integrated in a well stated system such as to become an integrated decisional information system.

In the first chapter of the book, the author presents some general considerations on the requirement and improving ways of the home trade management.

After stating the economic information system, in the second chapter he defines and presents in a modern conception, the decisional-information system as a cybernetic feedback system. At the same time, he presents the functions area which such a system has to meet, succeeding to brightly define the main coordinates of the integrated decisional-information system.

Being aware both of the validity and need to organize an integrated decisional-information system for any of the activities developing within the national economy, as well as for all organizing levels within these activities, in chapter III the author proposes a design of organizing such a system for a retail enterprise of home trade. The suggested design, very laborious and well-informed, is based on a concrete study of some information systems used within certain commercial enterprises, approaching the whole range of activities determined by the need of a continuous and efficient adjustment to market conditions.

In chapter IV, the author shows the most important mathematical models used in home trade activity.

The final part of the work outlines the advantages of applying the integrated decisional-information system to home trade.

The paper is an important contribution to the wealth of aknowledgement concerning the phenomena and the links among phenomena in the complex economic and also very important system of home trade, being usefull both for specialists in the respective field and to people studying the subject-matters of decisional information systems for managing the activities of home trade in our country.

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