



“Gheorghe Asachi” Technical University of Iasi, Romania



METHOD FOR COMPETITIVE ENVIRONMENTAL PLANNING

Sorin Popescu^{1*}, Mihai Dragomir¹, Diana Pitic², Emilia Brad¹

¹*Technical University of Cluj-Napoca, Department of Design Engineering and Robotics, 103-105 Muncii Blvd., Cluj-Napoca, Romania*

²*Babe -Bolyai University Cluj-Napoca, Dept. of Management, 58-60 Teodor Mihali St., Cluj-Napoca, Romania*

Abstract

In order to optimize the environmental strategy of organizations, a quantitative assessment of the areas of interventions is highly beneficial. In this paper, a theoretical framework is proposed for achieving environmental planning at company level. The method makes use of a cascading approach based on successive correlations, in order to determine proper control strategies at process level for achieving the environmental objectives of the company and satisfying the environmental requirements it faces. The practicality of the undertaking is demonstrated through an example and a research methodology for furthering the demarche is proposed in the conclusions.

The concept opens further opportunities for optimal design of enhanced environmental approaches.

Key words: environmental planning, environmental strategy

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* Author to whom all correspondence should be addressed: e-mail: sorin.popescu@muri.utcluj.ro; Phone/Fax +40-264-415710